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FLORIDA'S MONTHLY STATE NEWS MAGAZINE



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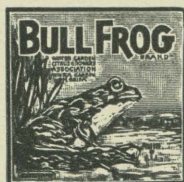
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Florida Gets 38 Projects In Navy Plans

The navy has requested funds for 38 Florida projects involving a total expenditure of \$3,338,000 during the coming fiscal year, it was disclosed when hearings on the naval appropriations bill were made public.

Key West, with 10 projects calling for allocation of \$911,000, led the list. Fort Pierce followed close behind, with two items totaling \$893,000.

The projects will be considered by the house in lump sum appropriations for various naval activities, and will not be passed upon individually.

The projects sought include:

Key West—Convoy and escort base improvement, \$400,000; WAVES barracks, \$135,000; WAVES officer quarters, \$35,000; receiving barracks tennis courts and softball field, \$5,000; naval hospital recreation building, \$30,000; receiving station chapel, \$40,000; naval air station salt water equalizing line, \$6,000; naval station water-softening plant, \$45,000; naval operating base power supply, \$100,000; naval operating base distribution system, \$50,000.

Fort Pierce—Amphibious training base buildings and equipment, \$875,000; Atlantic fleet aviation training base, three athletic fields, \$18,000.

Jacksonville—Harbor dredging of anchorage area, \$150,000; WAVES barracks conversion, \$80,000; receiving station recreation facilities, \$5,500; naval air station sewage treatment facilities, \$55,000; naval air gunners school sludge concentration tank, \$2,000.

Banana River—Harbor dredging of anchorage area, \$200,000; naval air station chapel, \$40,000; naval air station water-softening equipment, \$10,000.

Tampa—WAVES barracks, \$180,000.

Mayport—WAVES barracks, \$135,000; section base athletic field, \$6,000; section base swimming pool, \$90,000; naval auxiliary air facility waste gas burner, \$1,000.

Pensacola—Dredging seaplane operating area, \$150,000.

Miami—WAVES barracks conversion, \$100,000; WAVES officers quarters, \$100,000.

Richmond—Naval air station swimming pool, \$90,000; naval air station sewage-treatment plant expansion, \$70,000.

St. Petersburg—Section base tennis courts, \$2,000.

Boca Chica—Naval auxiliary air station water supply facilities, \$25,000; additional sewage disposal facilities, \$2,000.

Lake City—Naval air station deep water well, \$10,000; grit chamber, \$1,000.

Green Cove Springs—Naval auxiliary sewage-disposal plant, \$120,000.

Cecil Field—Naval auxiliary sewage pump, \$4,500.

Fort Lauderdale—Naval air station sewage-treatment plant additions, \$35,000.

FLORIDA HIGHWAYS

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Florida Association of County Commissioners

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J. E. ROBINSON

Publisher

SAM ELLIS

Editor

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A magazine of general circulation and general public interest dedicated to construction and improvement of Florida highways, to traffic safety, public education and all that these imply in the future development of Florida resources and possibilities. Not published at State expense. Manuscripts and pictures intended for publication should be addressed to the editor. Contributions of pictures and reading material are welcomed, but publisher accepts no responsibility for their loss. Permission is hereby given to newspapers and other publications to reprint material contained herein (unless specifically restricted in the title of the material), provided proper credit is given to Florida Highways. Subscription price, \$2.00 per year; single copies 25 cents. Published monthly and entered as second class matter July 11, 1941, at the postoffice at Winter Garden, Florida, under the Act of March 3, 1879.

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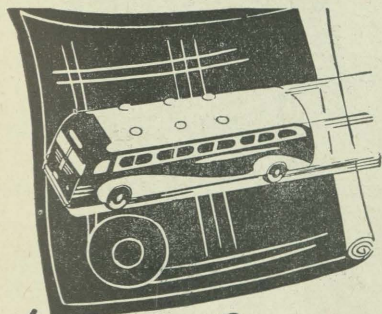
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EDITORIALS

NEW TOURIST MONEY

FLORIDA HIGHWAYS magazine this month presents a pictorial story of the Everglades National Park project which it considers one of the most important movements in the history of the State. But for the war, it is probable that the area, about 1,280,000 acres on the tip end of the peninsula, would now be the mecca for hundreds of thousands of visitors spending millions of dollars in the State annually.

While that portion of the Florida Everglades has been talked of as a national park for many years, it was not until some sixteen years ago that anything definite was done toward interesting the Federal government in including the area in its list of national parks and monuments. At that time (1928) Ernest F. Coe, a resident of Miami, persuaded a number of others to join him in organizing the Everglades National Park Association, which was incorporated under the laws of Florida in 1930.

This association, organized not for profit had a single purpose as its objective: "To promote the establishment within the southern Everglades of a national park and to promote all things necessary to the achievement of that purpose."

This association has had its ups and downs, most of the latter occasioned by financial shortages or other difficulties over which it had no control. The last of these was brought about by a man with a funny little mustache whom the world did not take seriously until too late.

While marking time until the end of the war when the Interior Department of the Federal government can devote more of its time to peaceful pursuits, the association still needs money to carry out the requirements of the government before the area can be accepted into the fold of national parks.

Those who desire to assist the movement in a financial way, after buying war bonds, may do so by writing Director Coe or President J. Mark Wilcox at the association headquarters 41 Civic Center, N.W. Second Street, Miami.

The Everglades area has already received national recognition. The late U. S. Senator Duncan U. Fletcher, an enthusiastic proponent of the project drafted a bill in Congress authorizing the Department of Interior to send a staff of experts of the National Park Service to Florida to investigate the possibilities of the lower Everglades as a national park area.

This committee of experts reported the land within the proposed boundaries as "ideally suited for national park purposes." Bills were later introduced in both senate and house and in 1934 a measure introduced by Congressman Wilcox, now president of the association, was passed authorizing the establish-

ment of the Everglades National Park under recommendations of the Secretary of the Interior.

Completion of the project will come when the association has satisfied the Federal authorities as to their recommendations. This is a process through which all national parks and monuments have had to pass before they have been formally accepted as a park by the National Park Service.

Designation of the area as a national park means much to the future prosperity of Florida and its people. Twenty-one million people visited national parks of the United States during the summer of 1940, 80 percent of them traveling by automobile. It is reasonable to believe that a large percentage of the people who visit national parks would visit the Everglades area after it has been formally taken under the wing of the National Park Service and developed so that its innermost depths are made accessible to the tourist. There's something in a national park tourist that makes him want to visit them all after he once gets started and he will really have something to see and tell his friends about in the Everglades.

In 1940, when the Great Smoky Mountains National Park was still incomplete it had 750,000 visitors, who, according to estimate, spent at least \$10 per day each. If these same tourists visited the Everglades and stayed in Florida for a minimum period of one week it would mean at least \$50,000,000 a year additional to Florida's income from tourists. Much of this would go directly into the State coffers through gasoline tax but there would be plenty finding its way into the cash registers of every business in the State.

The importance of adding the Everglades section to the national park system of the Nation is recognized by leading men in all parts of the country. All of them stress this one point—the proposed Everglades National Park will bring to the park system attractions that are not to be found anywhere else.

Due to the fact that Florida has other historic tourist attractions, including several national monuments, eleven State parks, several privately owned gardens and a number of famous springs located in every part of the State, it is reasonable to believe that tourists coming here to see the Everglades National Park would spend much more than a week in their sightseeing and distribute their money into every county and city.

When these facts are considered and when it is known that tourist spendings in the United States amount to more than \$5,000,000,000 a year, it is well worth while for all the people of Florida to spend some of their time, effort and money in procuring for the State a major tourist attraction such as the proposed Everglades National Park.

It is so near a reality now that none can afford to waste one moment in doing everything that he can toward its final recognition and inclusion in the national park system.

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FLORIDA FOURTH ESTATE

Pensioners Get Raise

APRIL 1 WILL be no "Fool's Day" for the State's old age pensioners. Beginning next Saturday, there will be an increase in their assistance checks. One million dollars in revenue which was collected from the horse racing season, in addition to the two million dollars guaranteed by the 1943 legislature, will be added to the pensioner's allotments. The grants, of course, will include matching Federal funds.

That means that present monthly payments of \$18.41 will be raised to an average amount of about \$24 a month.

Beneficiaries, however, should note that two classes of persons will not be affected by the increase: Those persons now drawing the maximum \$40 a month and those whose cases have not been reviewed since July 1943.

However, the 38,500 persons receiving old age assistance have the assurance of Governor Holland of increased payments until July 1, 1945. Welcome as the raise will be, no pensioner can indulge a spending spree on the magnificent sum of \$24 a month. Nor do the increases take into account the better than \$3,000,000 already garnered through the cigarette tax, which was enacted to supply the needed revenue in event the horse tracks did not operate this year.—Miami Herald.

Important Studies

IT WILL BE recalled that Governor Holland, some time ago, asked the State Board of Control to establish an industrial experiment station at the University of Florida to study ways looking to utilization of the State's resources in materials of all kinds to promote manufacturing enterprises in Florida after the war. The board has available a \$50,000 appropriation made by the 1943 legislature for this purpose.

Attracting not so much attention, perhaps, was an announcement made recently that arrangements were being made for Dr. Roland B. Eutsler, State university economics professor, to work with the State Planning Board in directing studies authorized for three legislative committees.

These committees, with the assistance of Dr. Eutsler will study: 1. Compensation of cities for streets used by the State as arterial highways. 2. A revolving fund to refinance distressed cities. 3. Methods to simplify State government.

All of these are important studies. Governor Holland, in making the request for an experimental station at

the university, had in mind that there is a wealth of raw materials in the State which is not now being utilized, and that the war will leave us with a great plant capacity which should be turned into manufacturing processes.

The studies that are to be made by the legislative committees are pertinent and timely. There are several cities in the State which are struggling along with boom-time bonded indebtedness, and increasing operating expenses which they cannot meet.

Down at Fort Myers, where there is municipal financial distress, they have been toying with a one-half of one percent transaction tax to raise funds, proposed by a committee of citizens but subsequently voted down overwhelmingly by the merchants. At Punta Gorda the demand has been made that the cigarette tax, which is raising unexpected revenues, be not abolished, now that the race tracks are going full blast, but that it be diverted as a permanent source of aid to bond distressed cities as the gas tax was diverted to the counties.

The justness of the claim the cities have on the State for reimbursement for streets built which have become links in arterial highways, was recognized when the legislature directed that the road department take over such streets for maintenance and rebuilding, when necessary. Now, the legislative committees are to look into the merits of compensating the cities for these streets.

Municipalities which have lost so many sources of tax revenue through homestead exemption, etc., will make demands on the 1945 legislature for enactments which will enable them to recoup these losses or direct aid from the State. It will be seen, therefore, that these studies will have developed valuable data at a time when it will be needed and helpful information.

If a method can be devised for setting up a revolving fund for distressed municipalities that would be helpful indeed. Certainly it is desirable to find ways and means to simplify and cheapen State government, another committee objective.—Ocala Banner.

Post-War Florida

THE ADDRESS of Governor Spessard L. Holland at the municipal auditorium Monday night presented a bright picture of post-war Florida. After reviewing the contributions Florida has made in an all out war effort, which have been extensive and sub-

stantial both in men and materials, he set forth facts which give us assurance that, after the war is over, Florida will go forward in its development. The war effort has produced conditions in this State which will remain as permanent possessions. Many good roads have been built which will promote agricultural development, something like 100 air fields have been constructed which will facilitate travel; old industries have been extended and new industries have been created; new uses have been discovered for the products of the fields and forests of the State. These and other resultant effects of the war are all calculated to contribute very materially to the State's continued progress.

The war effort has brought to Florida hundreds of thousands of people who otherwise would not have visited the State. In addition to the tens of thousands of soldiers and sailors who have been in training in this State, there are other tens of thousands of relatives and friends who have come here to visit them. They have all become acquainted with Florida's marvelous climate and its more abundant life. Having had some experience of the pleasure of living in the State, it is only natural that, in looking forward into future years, they would give serious consideration to establishing a home here. Governor Holland said three ex-governors of Ohio had already located in this State, and that, at the governors' meetings, he found that governors of all the States had expressed interest in Florida and a desire to visit it. On the basis of the law of averages, there should be a big influx of people in the years following the close of the war.

Governor Holland did not make mention of the fact that increased facilities for the traveling public would contribute very materially to the prosperity of the State. In recent years railroads have added very much to the comfort of the traveling public by providing luxurious trains and increasing their speed. At the same time the country's bus lines have tightened up their schedules and given the public much more comfortable accommodations. Further improvement in travel both by rail and bus is to be expected in the years to come to make travel more inviting. Travel by plane will enter the field much more extensively than in the past years and the many airfields in Florida will make it possible for visitors to reach all parts of the State quickly and com-

(Continued on page 54)

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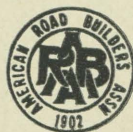


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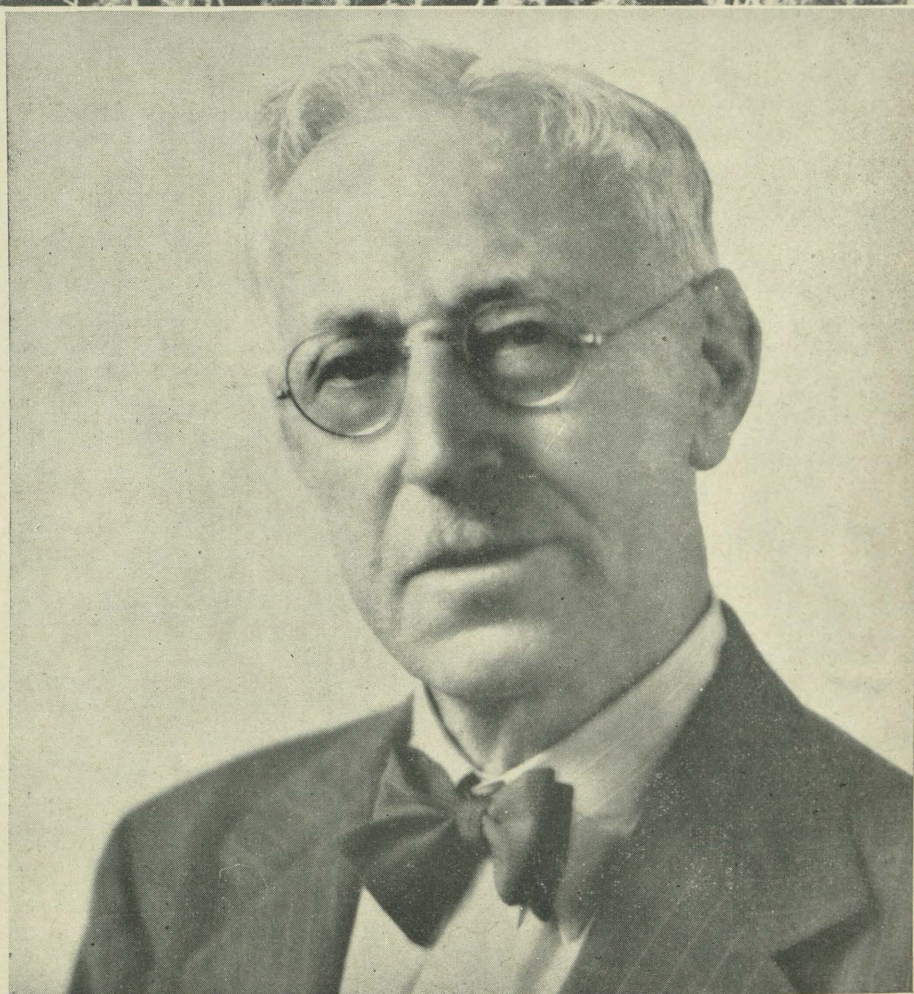


Everglades Park . . . and Black Gold

By CECIL RHEA WARREN

AMONG SCORES OF Florida projects under consideration for early post-war attention, one is certain to be given top-ranking by most national and State leaders—the long-proposed Everglades National Park.

It is scarcely probable another project can be conceived which will affect so great an area of the State or so much of the national population. The maximum park boundaries recommended by the U. S. Secretary of the Interior and the



Above, looking down on "Big Cypress" in the heart of the Everglades National Park project area, from a Goodyear Blimp. Right, Ernest F. Coe, Coconut Grove, director of the Everglades National Park Association, Inc., who originated idea of organization to get area designated as a national park.

(Photo by Matlack, Miami)

official National Park Service committee are to embrace 2,000 square miles—1,280,000 acres located in Dade, Collier and Monroe Counties. Sponsors estimate 750,000 visitors a year will see it—this, they say, is not unreasonable when it is recalled 21,000,000 persons visited this country's national parks in the summer of 1940, accounted the last normal season.

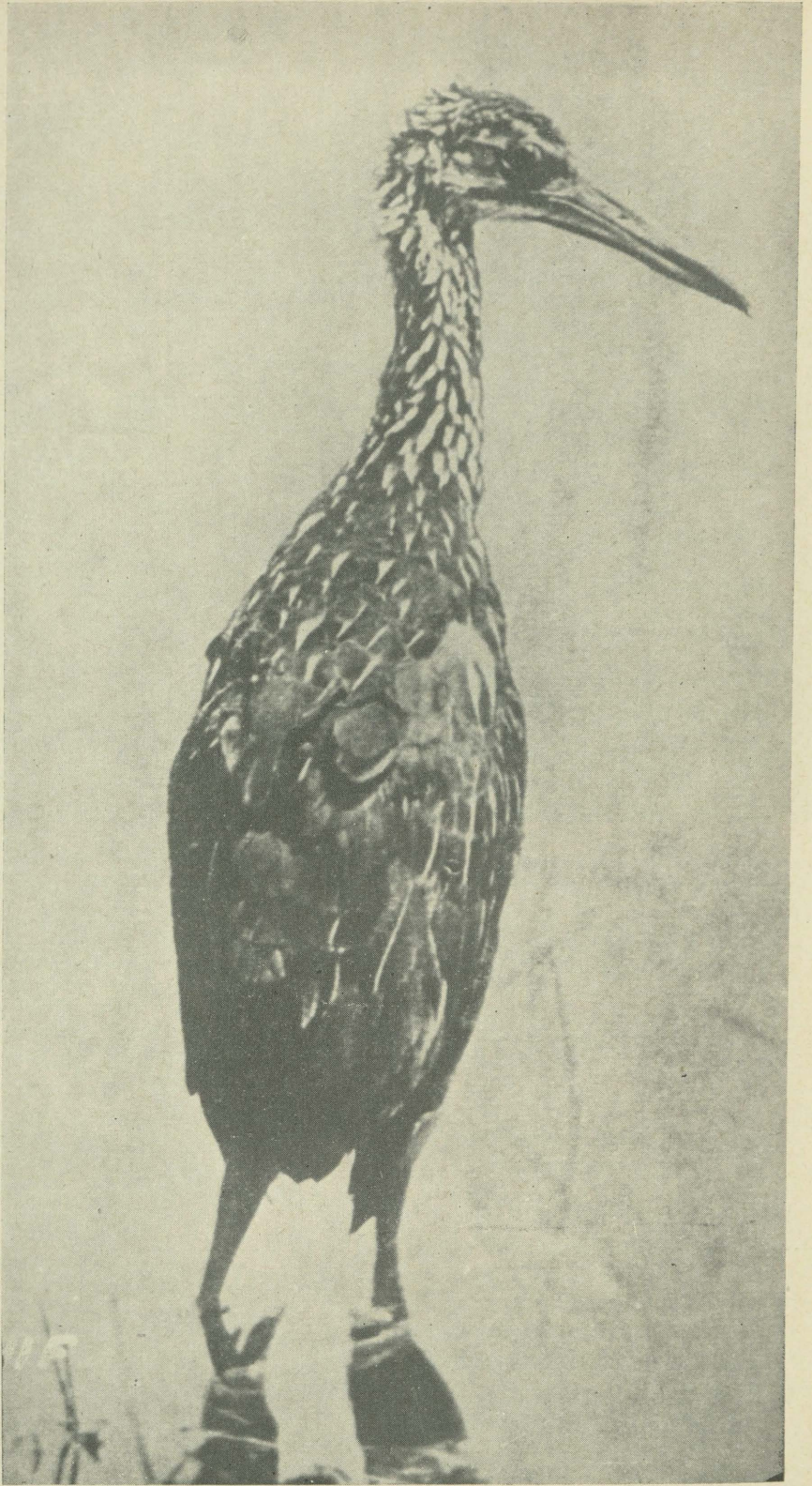
State income naturally would be considerably swelled, both through the channels of business and through the tax on gasoline, which is distributed equally between the 67 counties, through the influx of tourists the park would attract but a more immediate benefit would come through development of the park. This would be in the employment of hundreds of men in the work of constructing roads through the park area and in clearing pathways and avenues to be used for travel. This work, financed by the national government would give employment to many retiring from military service.

Since large-scale oil exploration has been launched in Florida, however, and, in particular since one well—Sunniland No. 1 of the Humble Oil Co., is actually producing, concern has been expressed in some quarters that the park project may not be realized.

This view is taken by those uneasy over the future of the park project, who believe that the State-wide interest in oil exploration and its discovery at Sunniland, a remote Collier County point may cause Everglades landowners to hesitate about turning over any holdings for national park purposes.

One of the first to express this view is William F. Jacobs, assistant State forester with the State Forestry and Park Service, an organization which has no connection with the Everglades National Park movement but is interested in seeing the park established. It has been repeated by others who know of the extensive geophysical work now being carried on in Florida and intentions to make future drillings.

While present exploration work is being carried on in counties whose lands would not come with-



—Photo by Matlack.
The Limkin, one of the strangest of Florida's wading birds. Its shrill, fairly blood-curdling night call, will be ever remembered by any person who has spent the night in an Everglades camp. Creation of a national park in the designated area would protect these and other strange birds found there and make it possible to hand them down to future generations. Bird life in the Everglades is one of its greatest interests and many naturalists from all over the world come here to study it.

in the proposed park boundaries, discoveries elsewhere in Florida may affect land values in the park area, it is said, and make it more

difficult to acquire the land. The Everglades Park Commission is the official State body charged with obtaining control of the prop-



Above, view looking south from the bridge over the Turner River on the Tamiami Trail, one of many streams flowing through the tropic jungle fairyland. (Photo by Romer, Miami, copyrighted.) Below, view taken from Zeppelin Corp. airship Puritan (by Mailack, Miami) of interlocking lakes in northwest section of Great Whitewater Bay. These formations of lakes, bays and connecting waterways are typical of the area back of the Cape Sables and furnish some of the world's best fishing. They can be navigated by boat under direction of guides and will become one of the most popular areas of the park.

erties and they must be presented to the National Park Service without cost or without entanglements—such as oil or gas leases—the policy of the national organization so requiring.

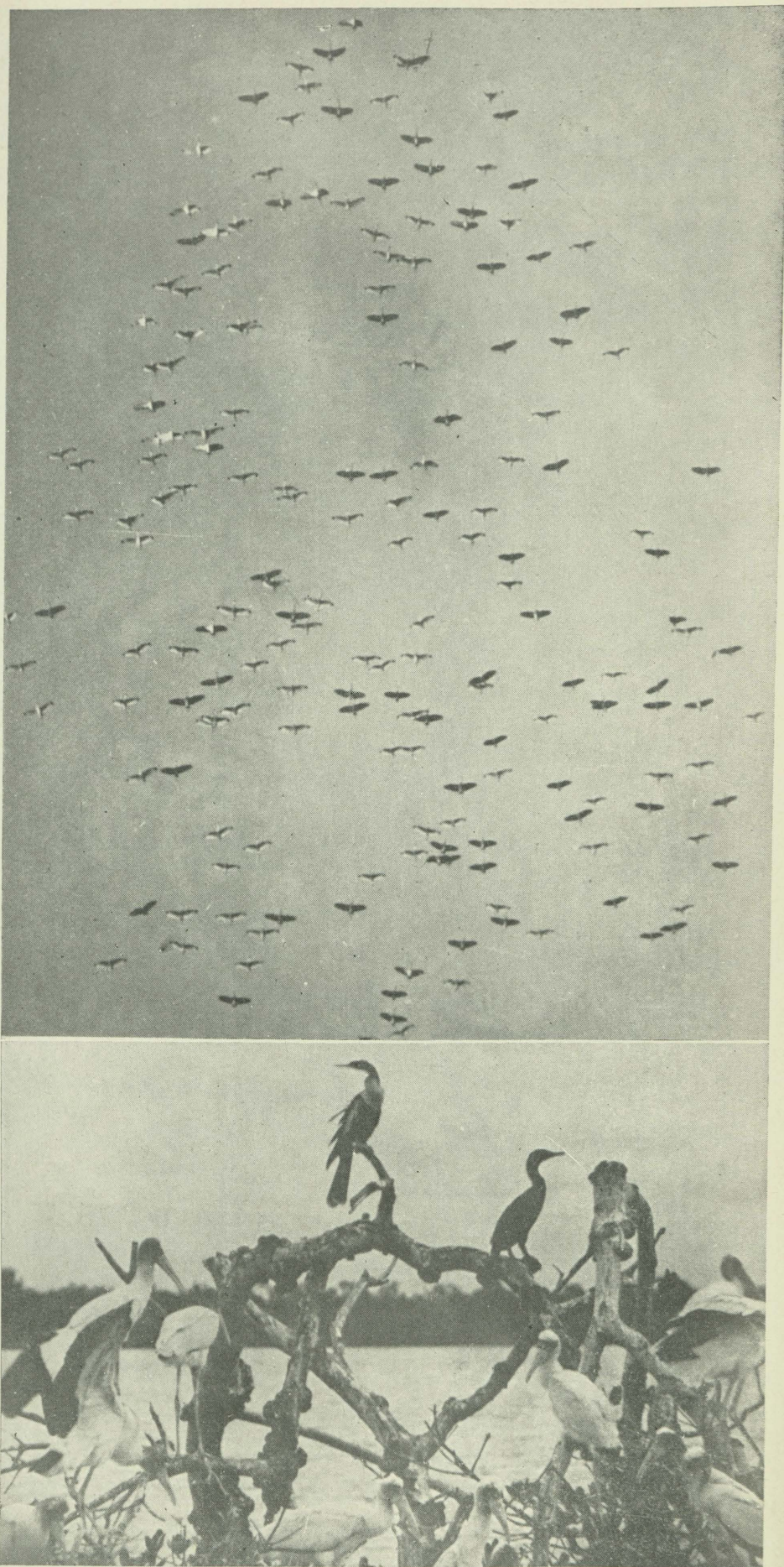
Ernest F. Coe, director of the Everglades National Park Association, Inc., and who has been the prime mover for establishment of the park since 1928 is not disturbed over the effect Florida's oil development will have over the ultimate future of the park. He believes as firmly now as when the idea was born to him to preserve for posterity the primitive beauties of the region—an idea that came to him in a breakfast table conversation with Mrs. Coe in 1928—that the park will come into being.

"Should sections of the Everglades National Park prove to be oil producing," Mr. Coe observed, "it is entirely possible Congress might favor a bill to authorize exclusion of such sections from the park area.

"The exclusion of such sections would not mean the park would not ultimately be established within the originally proposed maximum boundaries for, as it is well known, oil wells eventually cease to produce profitably while a national park has no time limit. In time nature would heal the scars production may have caused."

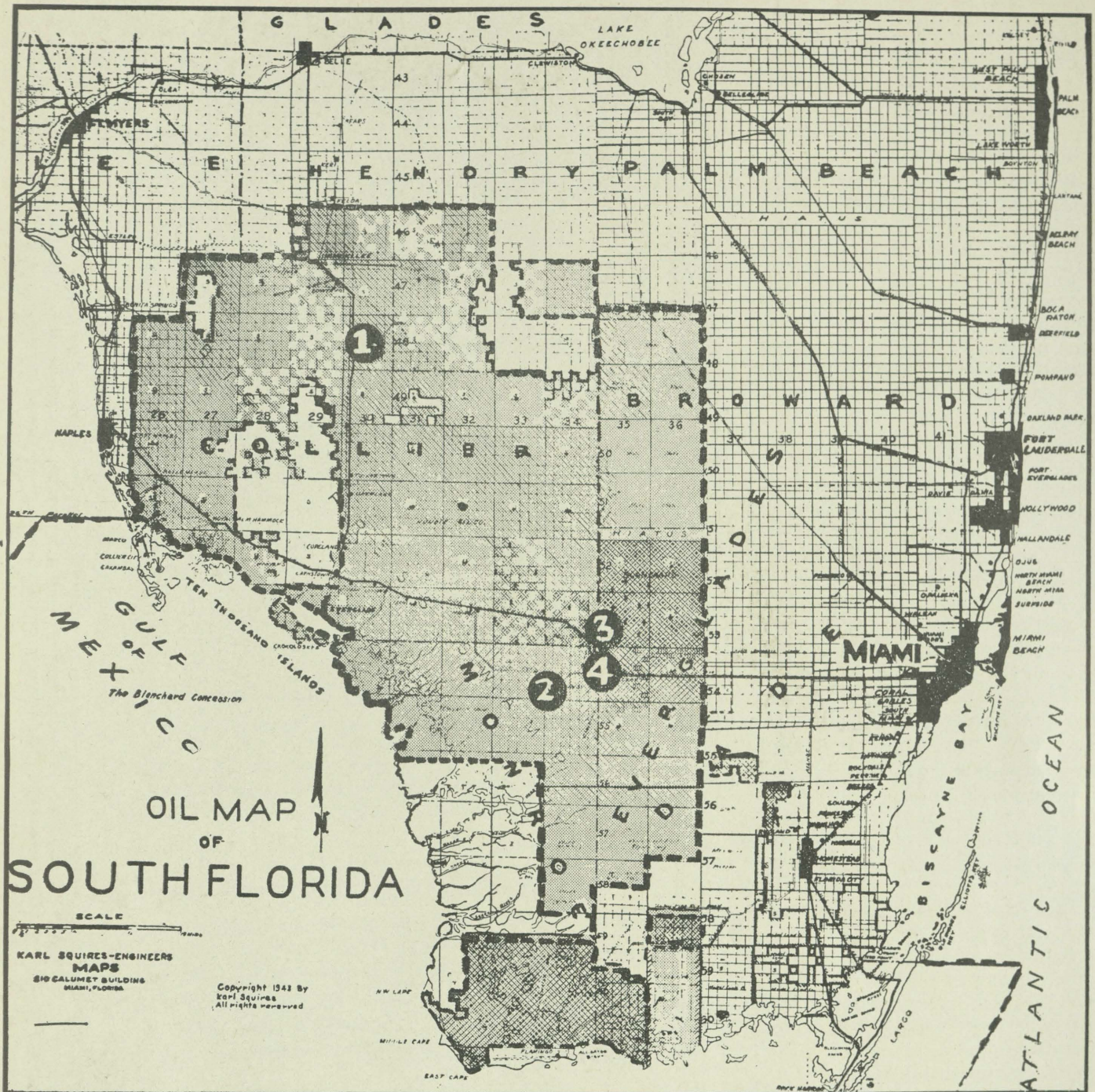
Mr. Coe pointed out that U. S. Rep. J. Hardin Peterson at a recent meeting in Miami attended by Gov. Spessard L. Holland and Director Newton B. Drury of the National Park Service, foresaw the possibility of such an oil land exclusion act.

"If oil in paying quantities is to be found in south Florida," Mr. Coe continued, "let us find this out. Now is the time when it is most needed. Let more encouragement be given to drilling and this over the entire authorized park area. If the oil is there, let us get it out—the sooner the better for all concerned. It is also to the advantage of us all to speed the earliest pos-



Top, birds on their way from night rookeries deep within 'Glades to feeding grounds in open spaces. They fairly fill the air in early light of morning and at dusk. Below, a bird rookery showing, top, Angina, or snakebird; middle right, cormorant; others wood ibis or flinthead.

Photo by Edison S. Freeman, Miami.



This map of the Everglades reproduced by special permission of the copyright owners shows areas inside heavy dotted lines under oil and mineral lease to various oil companies. More than 10,000,000 acres have been leased by the State for exploration. Four recognized wells are shown. (1) is Sunniland No. 1 where oil was brought in Oct. 14; (2) is Pinecrest well that was capped and sealed last year; (3) the Blanchard well, now drilled to 7,000 feet, and (4) the Drake well, dug to 5,000 feet several years ago.

sible establishment of the Everglades National Park."

State tests of the Sunniland No. 1 well, which is 25 miles from the northwest corner of the national park area have showed a daily average production of 69.38 barrels a day, according to figures released Feb. 12 in Tallahassee by State Treasurer J. Edwin Larson, with a declining production in the last days of the test. However, another drilling—Sunniland No. 2 has been

started within slightly more than a mile of the first drilling.

From the time when Mr. Coe, a nature lover, first conceived the idea for a national park as a protection to the native wildlife of the area, both plant and animal to the present, the park plan has been materially advanced. The Everglades National Association, formed for the purpose of promoting the interests of the project and this solely was organized in De-

cember 1929, with Dr. David H. Fairchild, head of the U. S. Bureau of Plant Introduction as its first president, and Mr. Coe as chairman.

Through the efforts of the association, U. S. Department of the Interior officials were interested in the project and the late Sen. Duncan U. Fletcher approved it, introducing a bill authorizing the department to send a staff of experts to study the suitability of the area

for national park purposes. Headed by Horace M. Albright, then director of the National Park Service, the committee reported the land "has little, if any commercial value but is ideally suited for national park purposes."

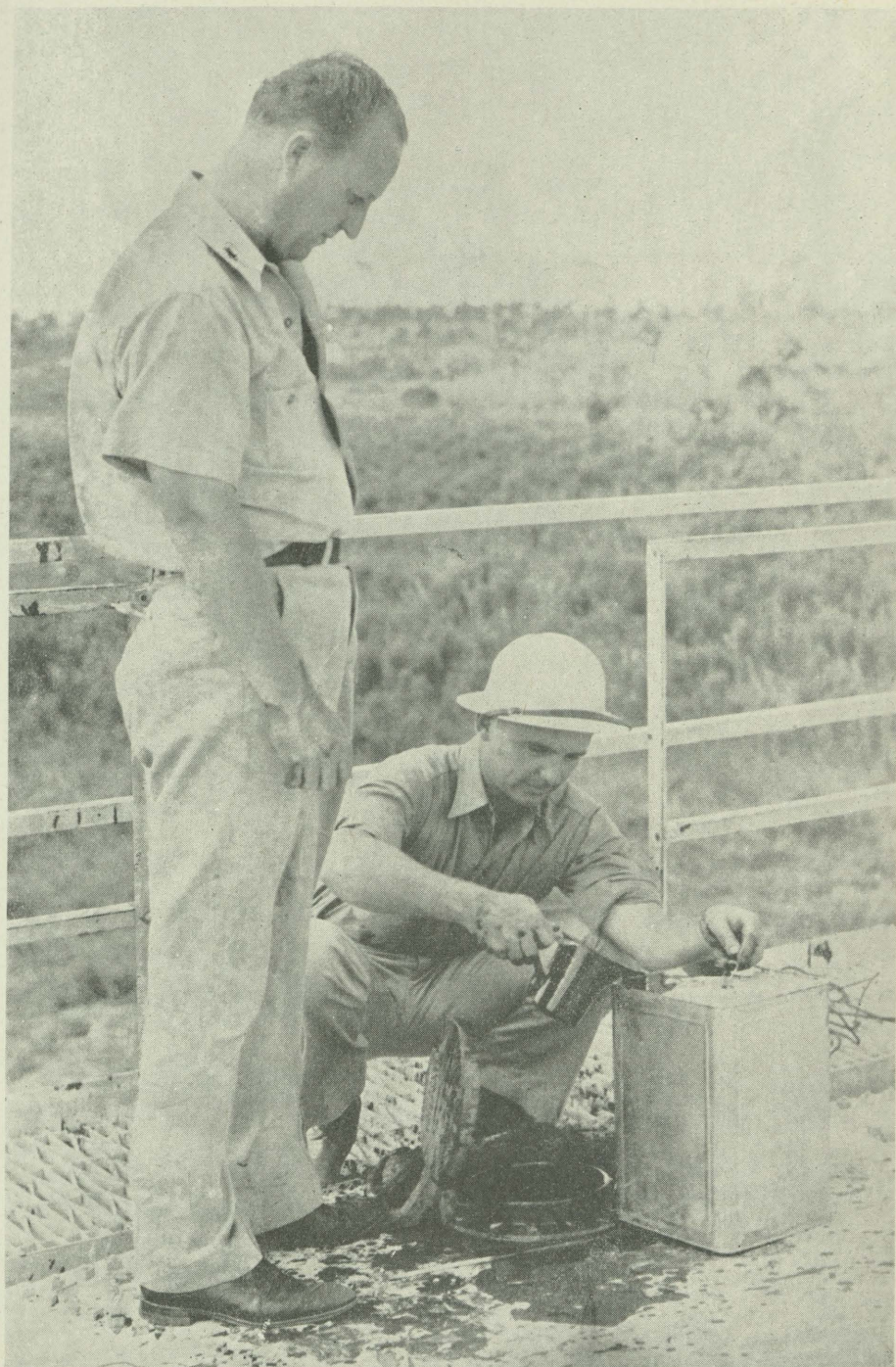
Enabling bills to authorize the establishment of the park were introduced in both the U. S. house of representative and the senate in 1929, four years after the investigation by the staff of experts but it was not until 1934 that the act was passed authorizing the establishment of the park within the recommended maximum boundaries.

The Everglades National Park Commission was created with authority to acquire the lands authorized by the government by act of the Florida legislature, with Mr. Coe as first chairman. The present chairman is G. O. Palmer of Miami Beach.

Aside from the scenic attractions the proposed national park has to offer to the sightseer, and these are many and varied, some of the foremost scientific men of America who have visited it have highly praised it as a great laboratory for the close study of natural phenomena unavailable anywhere else on the continent. It is expected that universities of the Nation will grow to employ it for a general study of tropical life, both land and marine.

Scenery within the boundaries of the proposed park is of a variety not found in other national parks and has been the subject of comment by experts who have investigated the potentialities of the area for national park purposes. The vast stretches of Everglades plains, relieved from monotony only by the hammocks which appear as so many islands, have been referred to as "majestic" and "awesome" by these investigators. Sandy beaches in the Cape Sable region extend for miles, with a background of tropical settings intriguing to the traveler.

Giant Royal Palms towering many feet in the air are to be found in a portion of the proposed park area lying north of the Tamiami Trail. Throughout much of the entire area there are interlac-



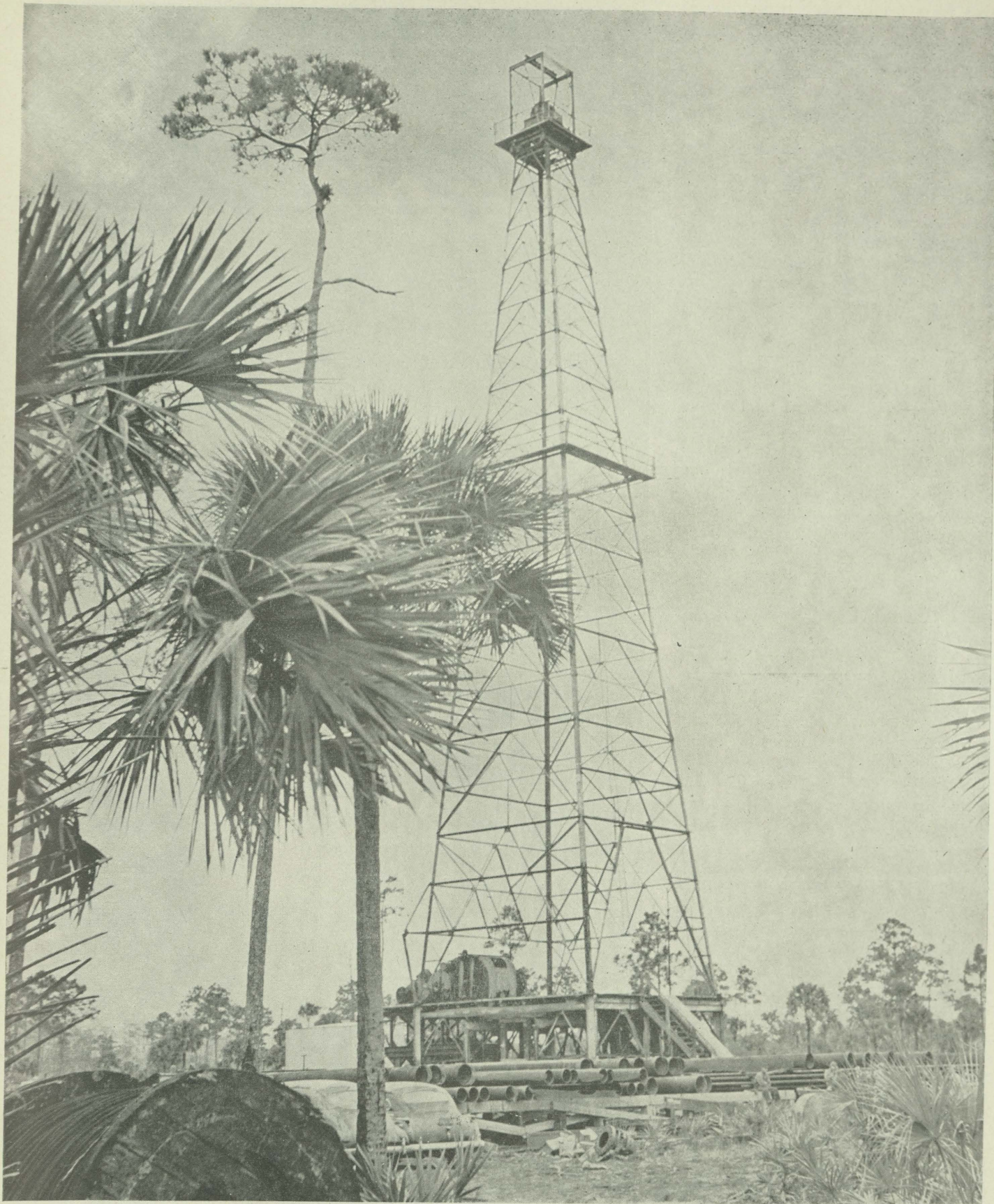
—Miami Daily News Photo.
J. L. Crump, left, and Paul N. Weidner taking oil from one of the 1,000-gallon tanks at Sunniland for test and analysis.

ing streams and tidal rivers that have at every turn tropical vistas of breath-taking beauty, and these offer, too, unsurpassed sport for the angler. There are cypress sloughs—Florida bays, many scattered islands and shoals, the scenic Turner River, alluring to the explorer even from the glimpse accorded from Tamiami Trail, and what one official report describes as "the long frontal cliff of columnar trunks and dark foliage

rising abruptly out of the Gulf of Mexico and bearing the brunt of storm waves that sweep across a thousand miles of water—a forest of giant mangroves. Some of these trees along the tidal channels frequently attain 100 feet in height.

Combination of land and water throughout most of the park area creates scenes of beauty which cannot be found anywhere else than in the area.

Those who have passed over the



—Miami Daily News Photo.

Derrick of the Humble Oil Company's well at Sunniland believed to be first commercially producing oil well in Florida. The company has made claim to the reward of \$50,000 offered by the State of Florida for the first producing well declaring that the money will be divided between the University of Florida and the Florida State College for Women. Oil was brought in here on October 14, 1943. State Geologist Herman Gunter is still conducting tests of the well's production and it appears probable that the award will be made. Discovery of oil in the Everglades area will not interfere with the plan to make it a national park, authorities say.

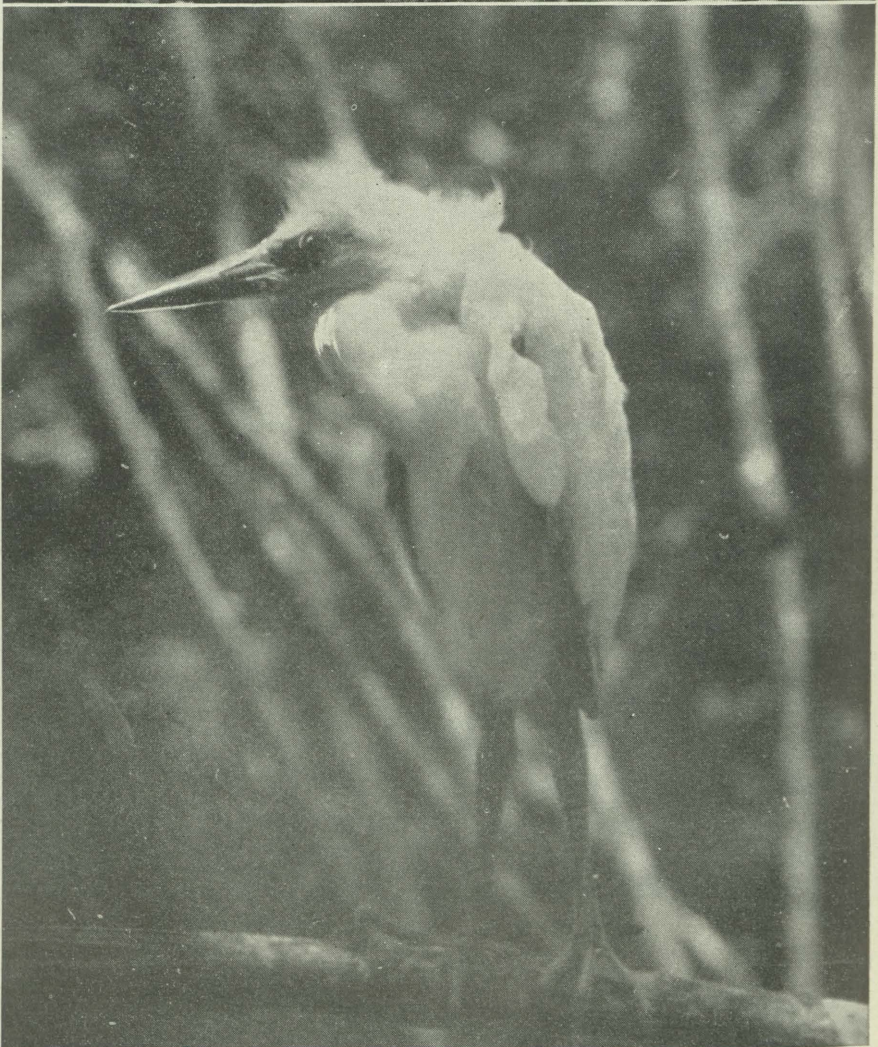
area by airplane have pronounced the aerial route as the ideal one in which to see the park, and park sponsors foresee that with increasing air travel out of the war there is strong possibility that such tours may be established and airfields constructed throughout the park area for the accommodation of aerial tourists.

Because the many waterways through the area make it possible for it to be traveled by boat for weeks, the special committee of the National Parks Association saw a special advantage in this method of viewing the park.

"Ten thousand people so traveling through the mangrove channels would leave no track upon the forest floor to mar its pristine wilderness," the committee reported in 1932. "A tangle of mangrove roots and giant ferns over soft, deep mud offers no inducement to park visitors to leave their comfortable boats or to molest the vegetation or animal life of the area by venturing into regions from which careful study may show they ought to be kept out for conservation of the scenic or biological features. Reasonable regulations as to the types of boats admissible into various parts of the area, and as to the general conduct of those who use them will of course be necessary."

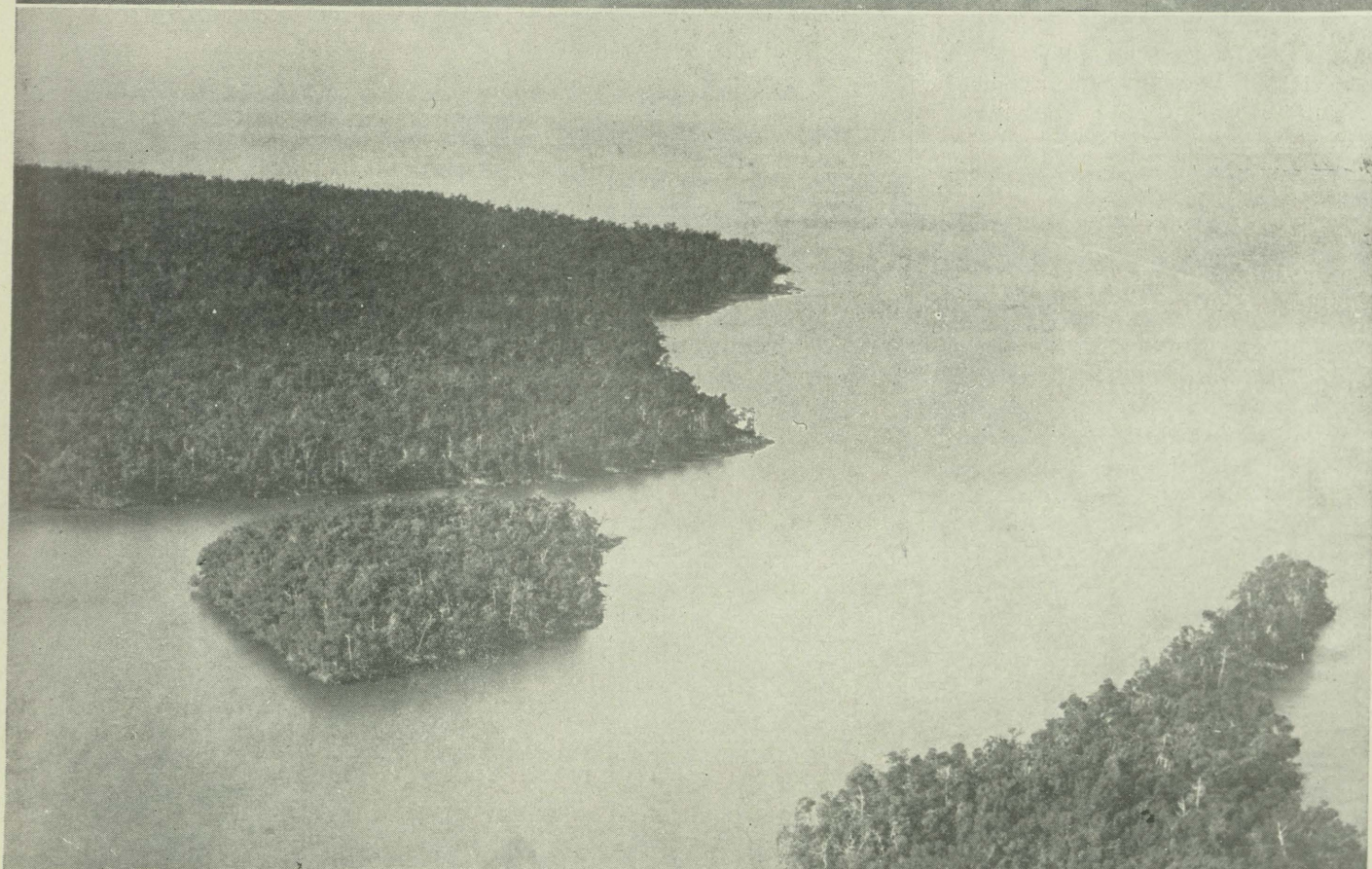
Even where there are limitations to parts of the scenery, the committee observed "there are extensive areas where even the most casual observer can hardly fail to be gripped and inspired by a sense of beauty linked with a sense of power and vastness in nature, essentially akin to the feelings inspired by great scenes in our existing national parks yet arising out of elements so different from these—indeed so wholly unfamiliar to the experience of most visitors to the national parks—as to have the special force of novelty."

Plans are already projected by the park sponsors to urge upon those in charge of the creation of



Top, baby great white heron disturbed by photographer anxious for close-up. The heron is a pure white wading bird which makes its home in the Everglades. Below young egret in pensive mood. These birds were hunted and almost exterminated a generation ago when their plumage found a ready market.

Top—Photo by Matlack, Miami. Bottom—Photo by Edison Freedman.



—Photo by Miami News Bureau.
Two views of Everglades streams flowing into the Gulf of Mexico. These streams are constantly forming new lands which are later joined to the mainland. In the bottom view the two islands shown covered with mangroves will soon be part of the mainland as Nature imperturbably continues its changes. Coast formations in the area are in spots startlingly strange. The ceaseless action of the water on the rocks along the low shore have carved them into grotesque shapes, unlike any known formations elsewhere.

the park the development of an underwater "Garden of Eden," thereby permitting park visitors to view colorful aquatic growths and tropical marine denizens in their own element. The area to be proposed for this purpose is a 36-mile square underwater paradise extending eastward from Key Largo to the Gulf Stream where the shallow waters drop away to a 2,000-foot depth. In the shallow area proposed for development, the water varies from wading depth to 45 feet. The bottom is of white sand, with occasional deep caverns.

"If this aquatic garden is developed," Mr. Coe said after a recent inspection, "it will give Americans something that cannot be equalled by any aquarium or museum in the world. It does not seem possible that nature can devise a greater variety of form or more vivid color patterns than have the tropical fish in this area."

Dr. Bowman F. Ashe of the University of Miami, who has exhibited interest in the spot because of its great value to science students, observed "There is but one spot in the United States where tropical conditions permit the enjoyment of such ocean wonders and that is along the southern coast of Florida."

Coast formations in the area are in spots startlingly strange. The ceaseless action of the water on the rocks along the low shore have carved them into grotesque shapes, unlike any known formations elsewhere. From the air these appear to be masses of underwater growth but from land appear to be great stepping stones leading into the sea. There are other spots where the soft stone, jutting several feet into the air has been sculptured by the winds into shapes as unusual.

Three matters drew the special

The Seminole Indian shown in the above picture is not worried by the shortage of ammunition. As shown, he uses a spear to catch fish and also small animals. The Seminole, only tribe of American Indians never to formally surrender to the United States government authority, has several camps within the proposed Everglades park area and will be available for tourist guides when the park is opened. Below, a water turkey or cormorant, thousands of which make their home in the Everglades.

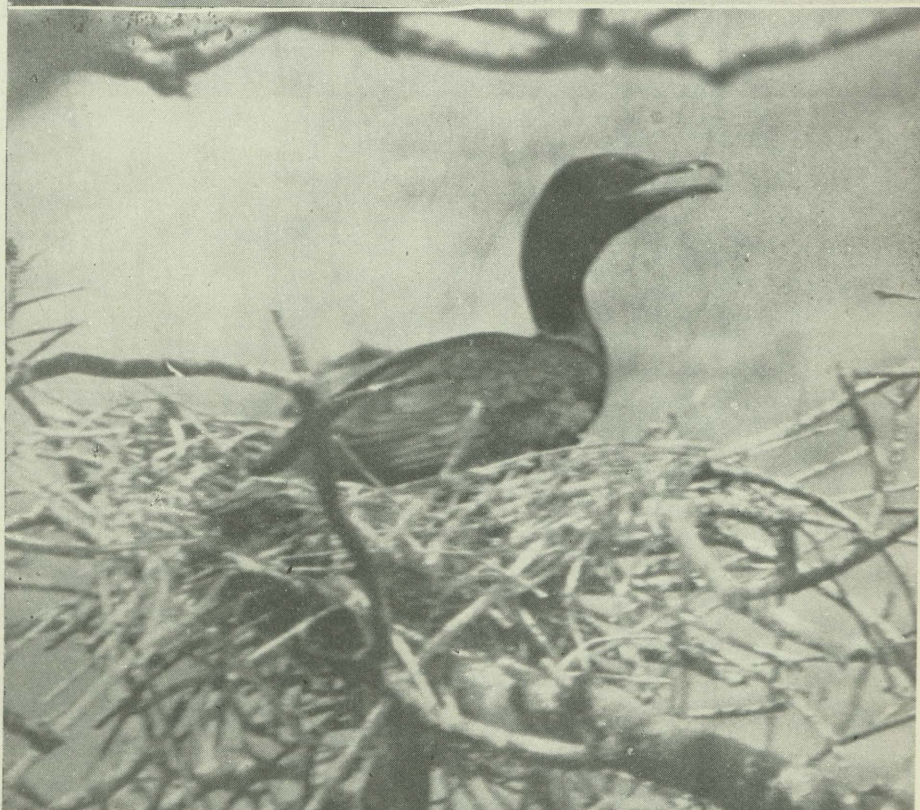


Photo copyright by Claude Matlack, Miami.



—Photos by Matlak, ...
Here are two scenes of the beach which borders the proposed Everglades National Park area on the tip end of the Florida peninsula which extends fifty miles closer to the equator than any other section of continental North America. Miles of white sand beaches are strewn with beautiful colorful shells thrown up by the tropic seas. They are plentiful there and each high tide brings a new supply. The beaches offer an unparalleled treasure trove to conchologists and those who collect shells merely for the fun of it.

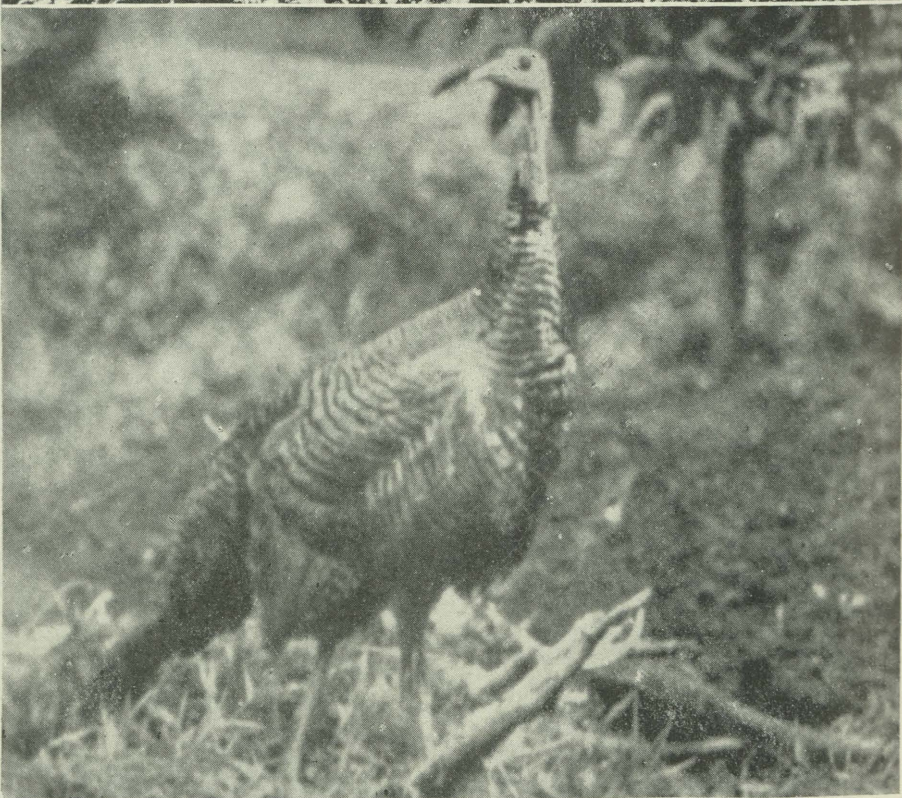
attention of the special committee of the national parks committee in its report following the exhaustive study of the region made early after the movement for the Florida park was started. The first was that further study is needed of the geological and physiographic features of the region, second that the plant life was particularly interesting, and third that the area was especially noteworthy for the abundance of many species of bird life not usually seen elsewhere in the United States.

The plant life of the proposed park area groups itself into jungles in some areas, and in others is reduced to shrub growth or smaller plants. In the woodland recesses are to be found some of the most beautiful varieties of wild orchids known, the "ironwood" tree, so dense it dulls the finest steel tools so quickly the cost of utilizing it is almost prohibitive, the Florida mahogany, the "strangler fig" that entwines itself about its tree victim and drags it to the ground, and many other trees rarely known on the continent outside the confines of Florida.

One of the most unusual and likely to be most appreciated by posterity is the spidery-appearing mangrove which, through its unusual root arrangement, is steadily building up the soil by preventing erosion.

Since various protective laws have been enforced in Florida there have been steady increases in bird life. The roseate spoonbill, formerly abundant in continental United States is now to be found only in Florida in any considerable numbers and appear to be increasing. The white egret, once threatened with extinction by plume hunters are rapidly growing in population in Everglades haunts.

Travelers along the Tamiami Trail who have marveled at the great clouds of birds occasionally seen sweeping over the vast ex-



The stately royal palm (*Rostonea Florida*) is one of the most numerous trees in the Everglades area. Those shown above are at the edge of Big Cypress in Collier County. Below, wild turkey, native to the Everglades. This great game bird will always be available there at designated seasons under the protection of the State and Federal government.

Photo by Walter M. Buswell.



The above photograph taken by the U. S. Department of Interior, shows the epiphytic (air) plants growing on cypress trees. Many square miles are richly festooned with numerous species of air plants, sometimes called tillandsia. Their brilliant blooms and orchid-like habits give these jungles a unique appearance not to be found elsewhere in America. —Photo by Miami News Bureau.

panse of plain to find refuge in a hammock, virtually making the trees white with their plumage would be astounded at the great flocks to be found in the fastnesses of the proposed park area at this time. Here is the impression, as recorded in an official report of a visit to a well known night roost of white ibises and small herons near the headquarters of the Shark River in the park country:

"On our arrival shortly before sunset we found several hundred birds already in the mangroves. As we approached, these took wing and flew short distances but almost immediately began to return and with them and following them until after dusk flock after flock came in from their feeding grounds to the south and southeast and settled in the thickets close at hand. It was an unforgettable sight, as the glow of the setting

sun suffused their white plumage with delicate rose tints. At the same time to the west flew a continuous stream of the 'long white' or American egrets, heading toward their own roost somewhat nearer the coast. Such sights and similar ones to be seen later in the season near the nesting rookeries of these birds, rank high among the natural spectacles of America and can be perpetuated most effectively by the creation of a national park in this area."

One of the scarcer breeds to be found in the area is the sandhill crane. Both the white and wood ibises, the great white and blue herons and other members of the heron family, including the Louisiana, black-crowned night, the green and the little blue heron are fairly common. In the flats along the rivers can be found thousands of water birds, and the man-o-war

bird, the osprey, the Florida cormorant, the pelican and the bald-headed American eagle are other plumaged inhabitants of the area.

Although more pursued by the hunter than in former years, the wild turkey is to be found without much looking and there are doves and quail and the elusive, darting, zigzagging snipe, whose erratic flight is a challenge to the sportsman. There are the many varieties of ducks, coots and so many breeds of waterfowl only an ornithologist could name them.

Of course, wildlife will be protected within the boundaries of the park when it is established but it is well known to sportsmen that the protection of game within such a sanctuary leads to its increase in areas adjacent. Establishment of the park will mean, too, they know the protection of the region against destructive fires which dur-

ing the dry seasons in Florida cause so much destruction of wild animal and bird life.

In addition to those birds native to Florida can be added many thousands of migratory birds, which winter each year in southern Florida or pause a while on their way to and from unknown winter haunts to the southward. It is believed once the national park refuge is established many birds, such as the flamingo, already introduced to Florida as a decorative feature of parks and zoos may be induced to make its home in the park.

Thousands of Everglades birds now establish their rookeries in the forests of cypress, among the trailing curtains of Spanish moss and clumps of air plants but now they are without the proper protection.

It is not the intention of those who earnestly seek the establishment of the park to prevent those who visit it from seeing the unusual sight of these great flocks, so numerous that when in flight at times they cast a great shadow but to do all possible to protect them.

"It is essential that the rookeries be protected from intrusion, be made inviolate sanctuaries for the birds," is an official observation from those who may eventually have control over the region "but experience along Tamiami Trail has demonstrated that with prevention of shooting and with entirely practicable regulation of public behaviour, a great number of people can be given opportunity to enjoy the sight of amazing throngs of birds at some of their great feeding grounds, and we believe it will be entirely practicable to admit large numbers of people to observation places so related to the rookeries that the still more amazing concentrated flights of homing birds at sunset will pass over them as they return from the feeding grounds."

Above, royal palm in foreground, coconut trees beyond. Within the Everglades National Park area there are more species of palm trees than in any other area of like size in the world. Below, baby white ibis on nest. Great numbers of these birds are born in the area and it is not unusual to see flocks numbering thousands.

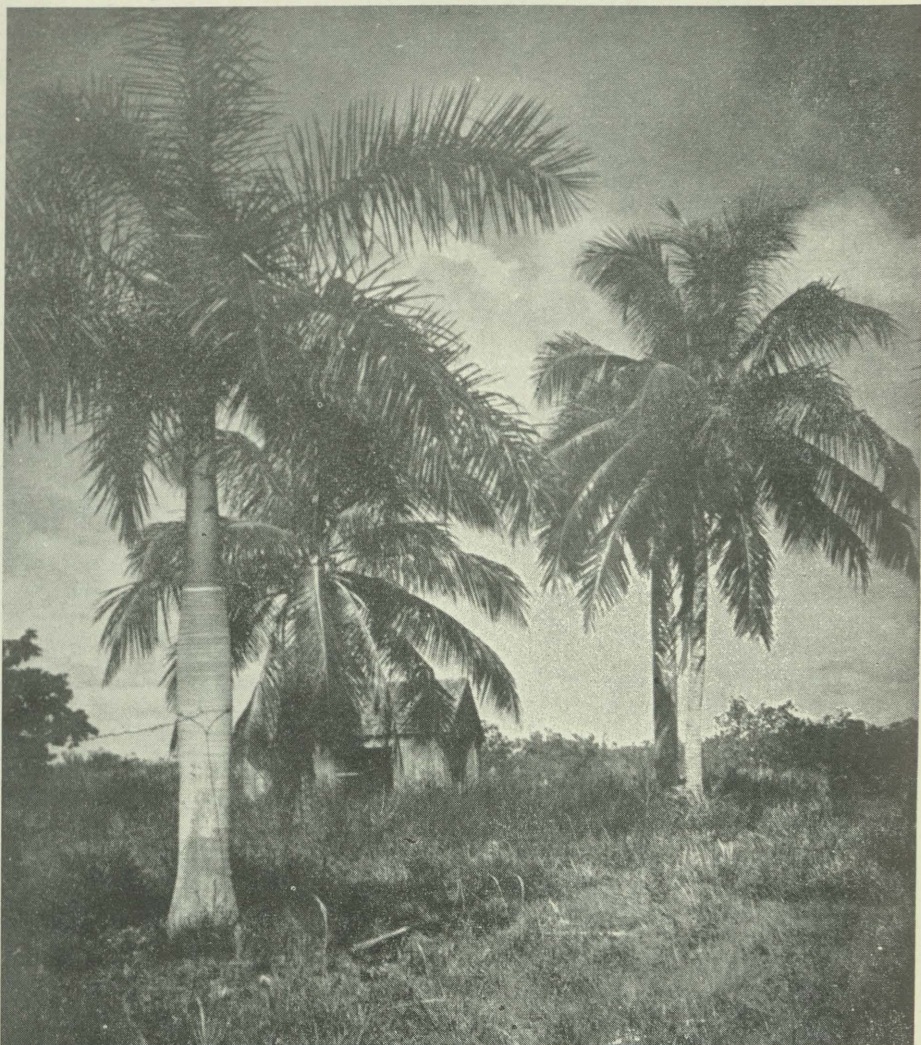
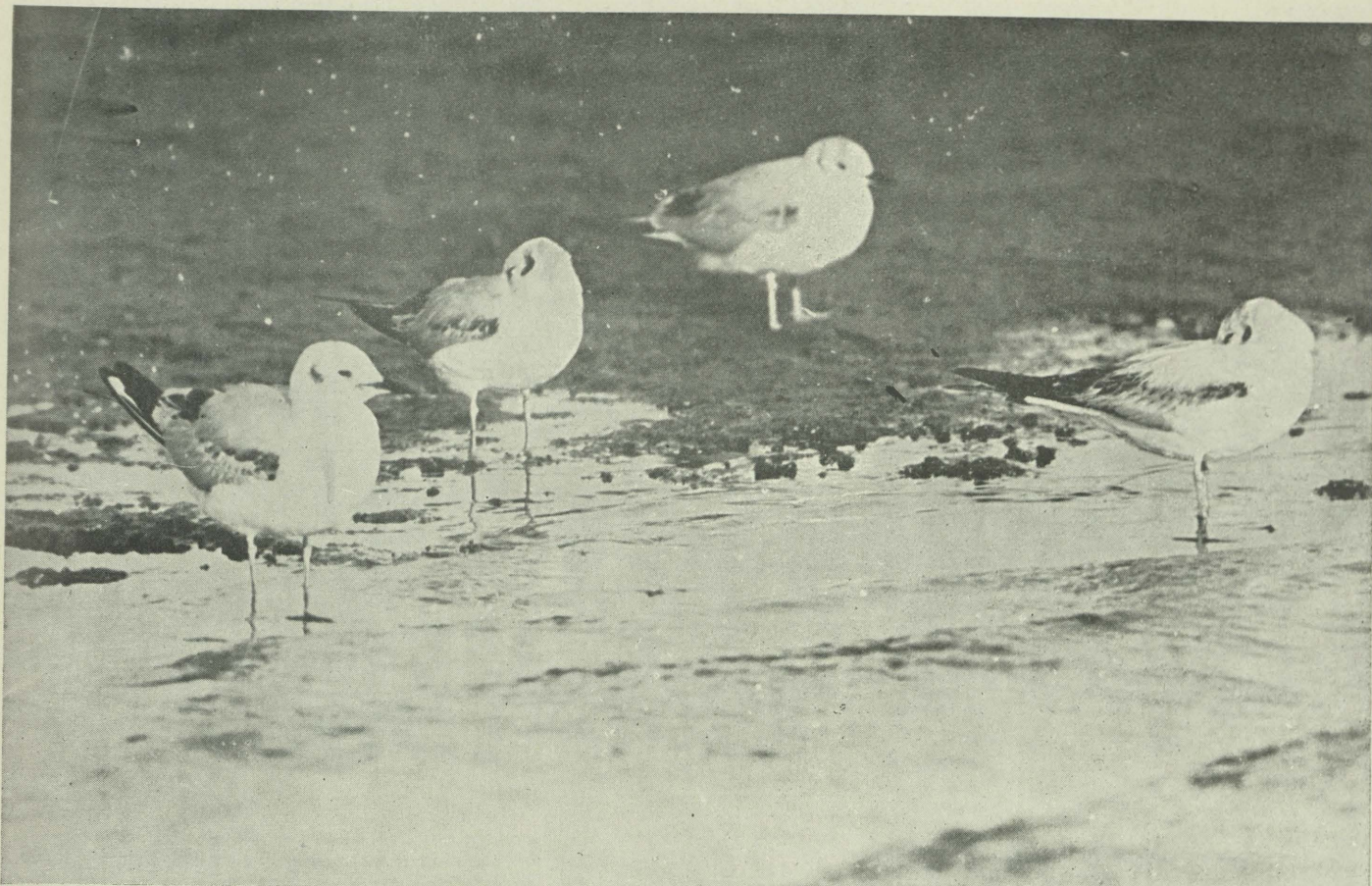


Photo by Miami Daily News.



—Photos by Frank N. Irving, Miami.

Laughing gulls, top, and least terns, below. The laughing gulls are winter visitors, frequenting the shallow beaches along the edges of the Everglades. One of the beautiful and graceful birds, it is a regular tourist of Florida. The least tern are the daintiest of the gull family skimming along the crests of waves. The picture shows male, female and young tern, the families raising their young on Everglades beaches.

Deer are to be found in abundance, particularly in higher-ground areas, and the cry of the black panther is still to be heard in the region. Occasionally a bear is to be seen, some ponderous specimens tipping the scales at near 500 pounds.

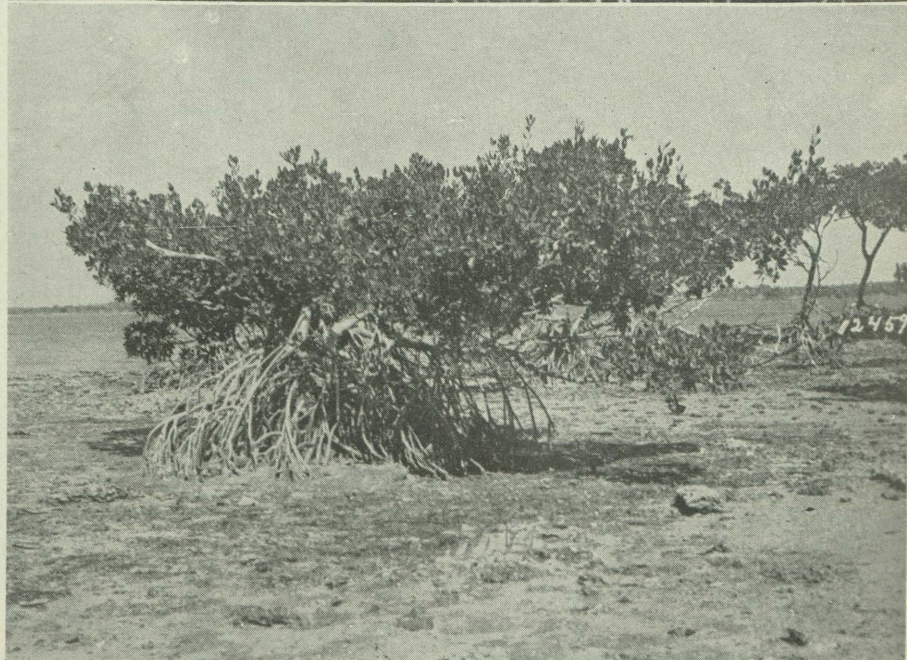
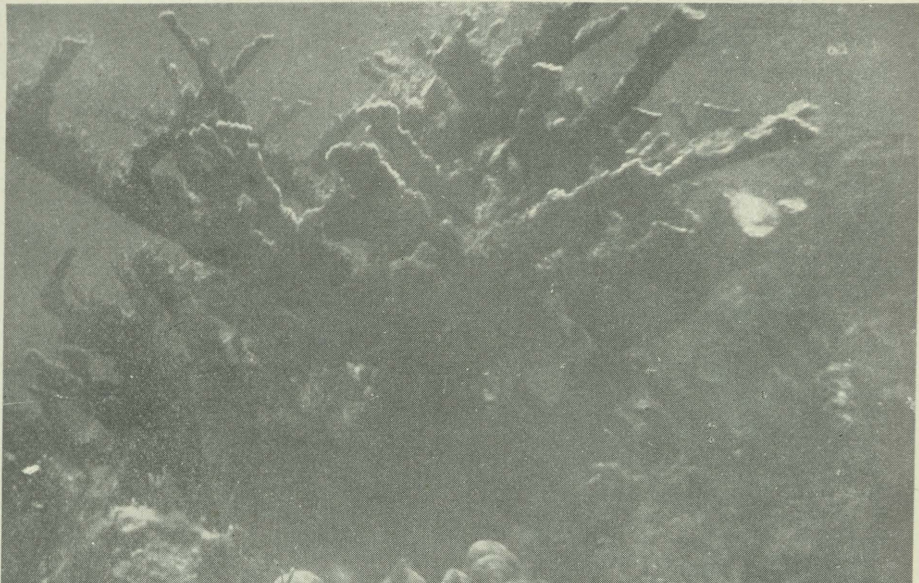
Wildcats, some specimens longer than a tall man are frequently reported in sections of the proposed park penetrated by hunters. There are many thousands of the smaller animals—raccoons and opossums so bold they take little note of humans as they make their way to a watering place, foxes, rabbits, muskrats, otters and all the rank and file of the small animal family known to many parts of the United States but in far greater abundance than in regions where man has sought them for his use.

Fishermen who have penetrated the largely uninhabited region have found unequalled sport, both in the salt and fresh waters. Tidal rivers and their tributary streams abound in the game tarpon and snook, and with thousands of food fish which come in from the ocean. Huge catches are common, and there are spots where guides will wager you can't miss hooking a fish on customary tackle, even though you are a tyro. Offshore the waters are teeming with all the varieties known to Florida waters.

Angling in the fresh water streams is astounding to sportsmen used to the moderate catches of northern water courses. Bass, attaining great size, blackfish—the most primitive representative of the fish family in continental United States, gar and bream abound. One record claimed is 40 bass taken in an hour on a fly rod—this is the much-fished Tamiami Trail canal.

Beaches offer an unparalleled

Here are three views of growth in the Everglades area. At the top is living coral in the tropic waters wherein both plant and animal life assumes fantastic forms and colorings. Even the fish come in unbelievable shapes, markings and sizes. The middle photo shows native cactus with its yellow flowers in bloom. Its fruit, called prickly pear, has often been the source of food for the aborigines in the area. At the bottom is shown the typical red mangrove which establishes itself on sand bars and by slow development creating new land which joins the mainland. This process is constantly going on. Opposite page—Ibis seen along Tamiami Trail. (Photo by Ebbets.)



Top—Photo by Robert Zimmerman.

Bottom—Photo by Matlack, Miami.



treasure trove to conchologists and those who collect shells merely for the fun of it. An infinite variety of butterfly and insect life awaits the investigation of entomologists and amateur collectors.

For the geologist, there is much of engrossing interest and here he can observe the record of the centuries in the making as the mangrove, with its peculiar, arched roots gathered to itself a foundation of soil or sediment brought in by the waves.

Since the movement was launched many hundreds of letters from all parts of the Nation having been received by Mr. Coe, urging that Florida not be allowed to lose the opportunity to establish a national park that will not only be a boon to the State but to the Nation. For the most part, these come from men of eminence who have had occasion to see something of the area considered.

One of the most interesting of these is from Dr. Ales Hrdlicka, curator of the division of physical anthropology of the U. S. National Museum.

"In connection with my work (anthropology) I have visited many parts of the world," he wrote. "I have become directly acquainted with much of the United States from the Gulf to Alaska. In all these travels, I have never seen a region more charming and interesting from the points of view of the naturalist, the fisherman, the archaeologist and others, and at the same time less fit for human habitation than the southwestern part of Florida, known justly as the '10,000 Island region.' (This region is also included in the proposed park.)

"It is a natural jewel which should be preserved for the American people as a whole forever. It will form, as largely it is already, an ideal sanctuary of the colorful waterfowl and other birds of the Gulf. It is a bit of paradise for the fisherman.

"The region teems with mounds and other remains of ancient man which should be preserved for posterity. The entire coast region of this part of Florida is a part of the continent in constant highly instructive process of formation.

Top, the sand hill crane, one of Florida's most stately birds. Although plentiful in the Everglades depths, it has become so rare in other sections that it is now perpetually protected by the State. (Photo by Matlack, Miami.) Below, scene showing one of the many fishing streams in the proposed park near Key Largo. Waters in the park area are both salt and fresh, making the entire territory a fisherman's paradise.

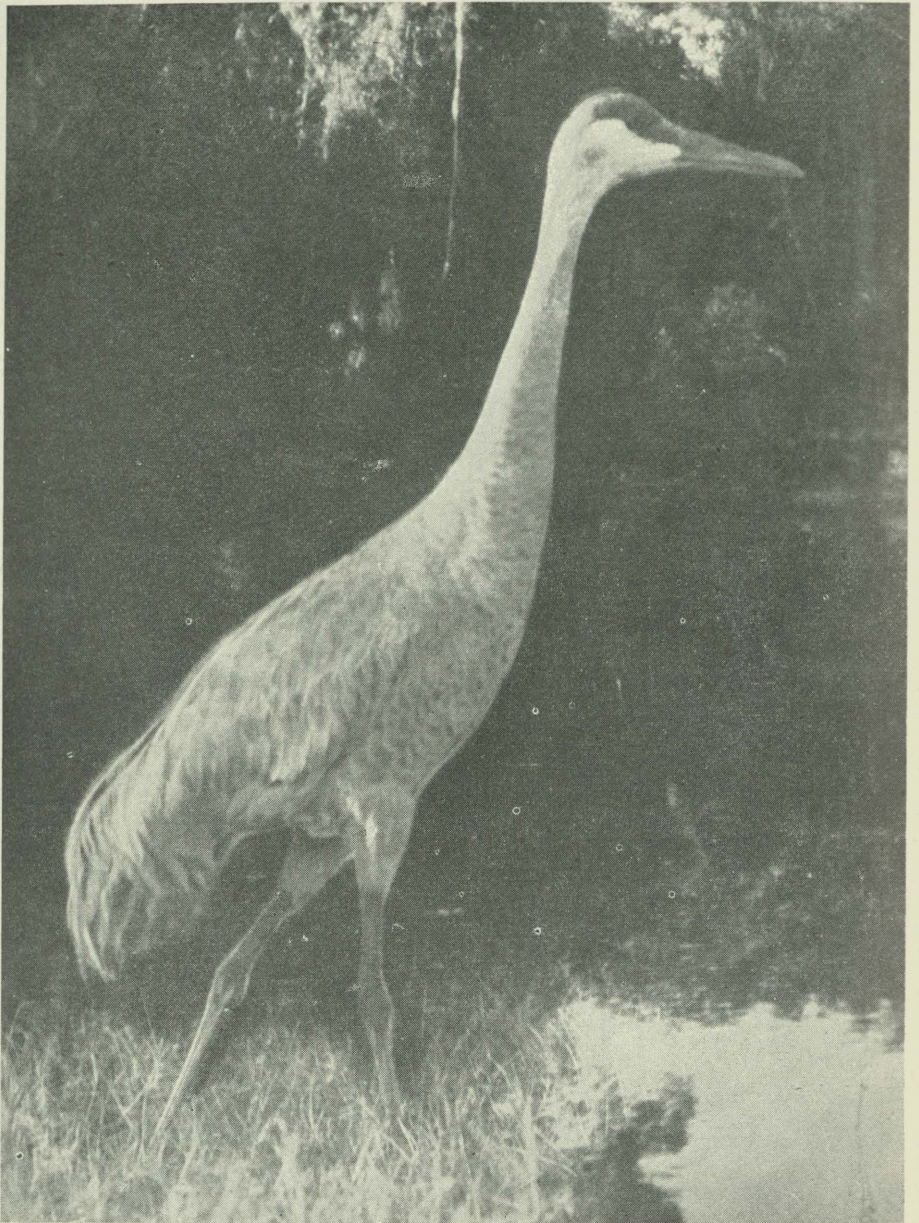


Photo by United States Department of Interior.

"The creeks, bayous, 'sounds' and outside shallows are biological laboratories of inestimable value.

"The whole region is so pristine and wild that it is hard to realize that it may be so near to civilization.

"I may earnestly say that the establishment by the American government of no national park was more justified than will be that of the southwestern portion of Florida under consideration. Under proper supervision it will become almost immediately an enchanting spot for the tourist and the student of nature, and a scientific open-air observatory of the highest order."

Dr. John J. Tigert, president of the University of Florida, wrote of the project: "I am very much interested in the proposed national park in south Florida. Having visited many of the national parks, I have been much impressed, not only with their recreational value but also with the possibilities of education afforded to the people.

"As nearly all the parks are west of the Mississippi River, the populous Atlantic seaboard has been neglected to some extent in the development of the park service. Florida is one of the States where exceedingly large numbers of tourists come each season. Likewise this part of Florida would present a type of park which is not elsewhere duplicated. It would seem to me that this new park in south Florida would be a great national asset and would render the maximum amount of benefit to the largest number of people."

Some other expressions are:

Henry Fairchild Osborn, American Museum of Natural History: "I take this opportunity of endorsing the tropic Everglades National Park. It will not only preserve for all time a locality teeming with great scenic interest and varied plant and animal life but, by so doing, will create a sanctuary for posterity to visit and witness those forms of life rapidly vanishing from our limits."

Gilbert Grosvenor, National Geographic Society: "The movement to establish an Everglades National Park in Florida appeals strongly to me. Set apart, preserved and made accessible, this area would be visited by millions who would love to make their tropic adventures under American skies, amid American customs and surrounded by people who speak their language and understand their viewpoint. Arcadia, Mammoth Cave, Great Smoky and the tropic Everglades—what a magnificent string of eastern seaboard national parks that would make!"

Dr. David Fairchild, internationally known botanist and head of the U. S.

Two views of jungle rivers within the proposed Everglades National Park. Above, Turner River. Below, Shark River, one of the finest fishing streams where one is likely to hook almost any kind of fish that swims in brackish waters.

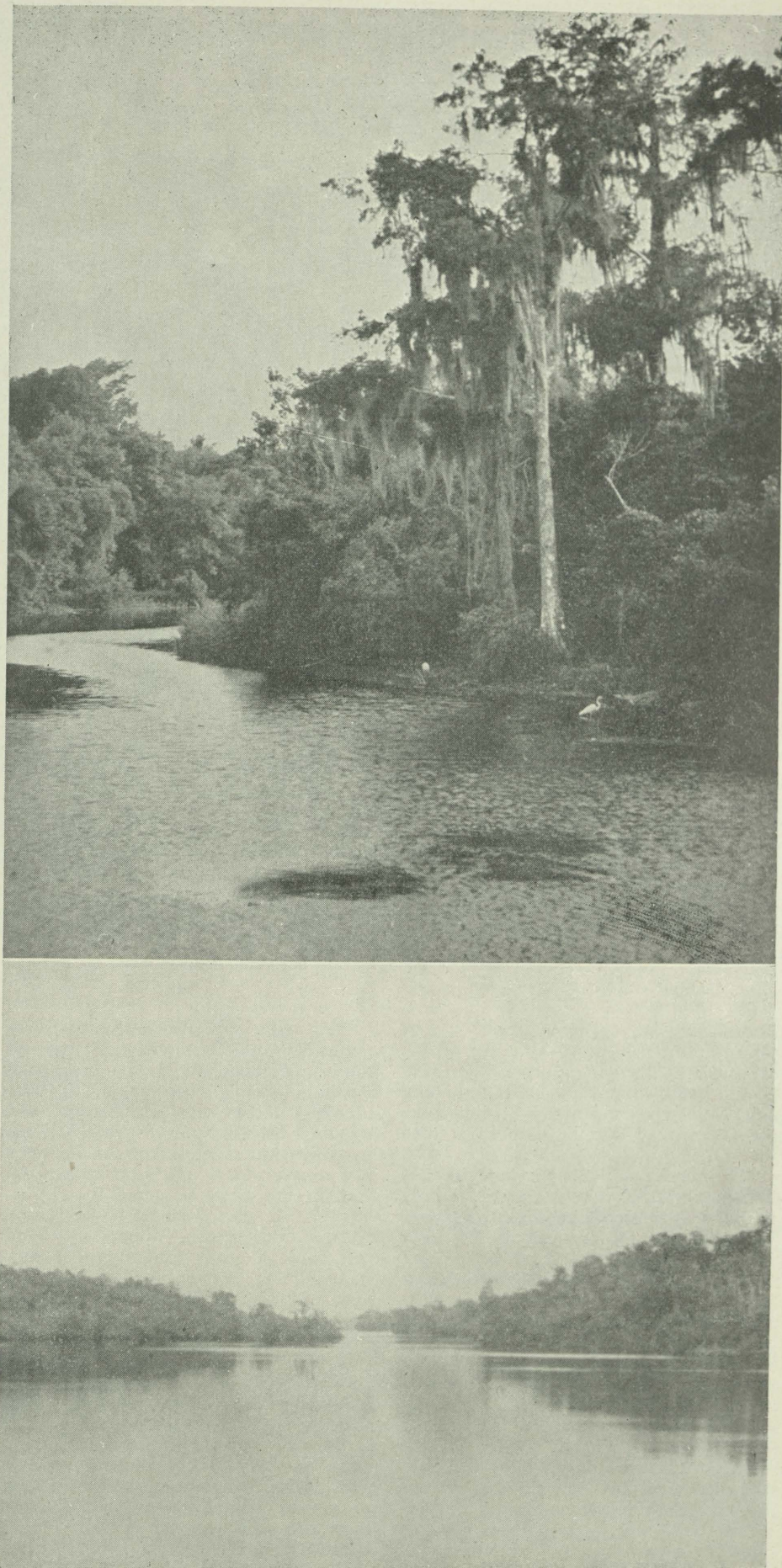


Photo by C. W. Romer, copyright.



Seminole Indians using a modern appliance in their quest for fish and game in the Everglades.

Bureau of Plant Introduction: "It is coming to be recognized that the greatest element in education today must be the inspirational one or the student gets little from the array of facts and theories spread out too elaborately before him.

"Is there much inspiration to the average boy or girl in the usual hot-house or the small zoological garden, where the plants or animals are kept in ugly earthenware pots or behind odoriferous steel gratings? Would any boy have the faintest idea of the glorious things of the tropics from weekly visits to these institutions, useful and amusing though they may be?

"Let him spend a week in watching the ibis flying low over the Everglades or in paddling in and out among the mangroves, slapping his legs to kill the mosquitoes and looking for gar fish or the thousands of other forms of sea life that inhabit the waters of the proposed park and he will then have no illusion regarding the drawbacks of the tropics and a correct idea of their peculiar charm and romance.

"That the proposed tropic Everglades National Park will contribute an increasing inspiration to increasing numbers of our youth appears to be as almost a self-evident proposition, and inasmuch as the fates of great empires have sometimes hung on the opinions of a single individual, who knows but that in the time to come it will be from those who have seen the vision of this great tropical opportunity that will come a great leader in the conquest of the tropics, and that he will have gotten his boyhood inspiration from the Shark River or the shell-covered beaches of Cape Sable."

W. M. Wheeler, dean of Harvard University: "Of all the reservations that have been contemplated and set aside in the United States, I think this is the most important from the standpoint of the biologist because it is an absolutely unique area not developed in any other part of our great country. It is the only tropical portion of the United States except a small portion around the mouth of the Rio Grande River, which is not nearly so interest-

ing or important. Only by such a reservation can the extremely interesting representatives of the tropical fauna and flora be preserved for our country, and otherwise there will be no place in which future work on acclimatization of tropical animals and plants be carried on in the proper manner."

William Lyon Phelps, Yale University: "I think the idea of a national park in southern Florida as planned is excellent. The country and the climate are both ideal for such a purpose, and I believe it would be one of the most successful undertakings of its kind in the United States. I am personally familiar with the locality."

Frank M. Chapman, Museum of Natural History, New York: "As you know my interest in development of all these projects, you will realize how important I feel that it would be to preserve an adequate tract of the Everglades in order to hold in primitive condition a considerable area of this extraordinarily interesting country."

(Continued on page 59)

"Buy Future Customers Today" . . .

SOME HAVE ASKED the pointed question: "Why worry about advertising Florida citrus fruit these days when conditions are so good?" They remind us that Uncle Sam is purchasing a tremendous tonnage of Florida fresh fruit (as well as huge amounts of canned Florida grapefruit juice) for its armed forces and for lend-lease. They also assert that there is a shortage of competitive fruit in Eastern markets . . . that many competitive types of food are being rationed . . . that people have more money to spend than ever before.

All this is perfectly true . . . up to a point. However, these people forget that the war has produced the above conditions, and that these conditions are not going to last. The Florida Citrus Commission is thoroughly aware of the temptation to "coast" while sales are satisfactory but realizes how dangerous it would be to await a glutted market in the future . . . and then expect a desperately needed advertising campaign to come to the rescue in a hurry. Advertising just doesn't work that fast . . . it takes time to educate people.

Thus the commission logically takes a long-range view . . . goes into the "market" to buy future customers . . . today . . . at the least possible cost.

Working for the best interest of the Florida citrus grower, the commission knew that right now is the time to strike home, to emphasize the vitamin importance of citrus fruit while an aroused public is ready and anxious to benefit by a sincere health message, told with vigor and earnestness. With consumers in their present frame of mind . . . knowing the need for "top" physical condition . . . interested in wholesome, health-building diets . . . enthusiastic about vitamins that help maintain fitness . . . the Florida Citrus Commission knows that it can expect far more from each advertising dollar spent now than if it were to tackle a blase, indifferent public.

Suggests the Florida Citrus Commission . . . and Proves Why It Is Wise!

During these war days, when physical fitness is so strongly in the spotlight . . . when people are thinking about health-building foods . . . there is action in the air. People are buying health-building foods . . . are eating them . . . are reading about them! The Florida Citrus Commission wants to be sure that the people read about the health-building properties of Florida citrus fruit. That's why the commission says: "Future customers may never again be as cheap to buy as they are today. Let's buy all we can right away!"

In brief, the commission has recognized the problem, the need to hammer into the public mind the outstanding goodness of Florida oranges, grapefruit, canned grapefruit juice and tangerines and lost no time getting to work.

On pages 32, 33 in this magazine, you will see examples of the Florida citrus fruit advertising in national magazines and leading newspapers. Hidden behind the scenes, however, are certain important steps in which you will be interested. The commission carefully chose magazines and newspapers which are read by the people in the territory where Florida citrus fruit is sold.

Having chosen the most effective magazines and newspapers, the commission set out to win the readers of those publications. With war news, information on ration points and all other important news clamoring for the reader's attention, it was vitally important to make the citrus ads of a large size to insure that they would be seen. Then it constructed powerful messages displayed with such overwhelming strength that it would be almost as difficult to escape reading the messages as seeing the ads themselves. We might

also say that the advertisements and their messages are just as big and juicy and palatable as the fruit they publicize.

When you see samples of the Florida citrus fruit advertising, you will note that there are separate campaigns for each fruit . . . one campaign for grapefruit, one for canned grapefruit juice, one for oranges and one for tangerines. Each campaign possesses its own personality. Yet you will recognize that all four campaigns belong to the same family. Giant headlines . . . an identical form of "Florida" signature at the bottom of the pages . . . and a distinctive circular emblem . . . these all help to unify the individual campaigns. This family resemblance is a powerful method of getting more citrus advertising for the money because each separate campaign has the effect of not merely promoting the individual fruit it features, but all other Florida citrus too.

Despite the fact that the citrus advertising has a most powerful appeal to present-day readers, nevertheless each ad drives home the advantages of Florida fruit not only in wartime, but in the future as well.


Thus does the Florida Citrus Commission approach the problem of securing future markets for the ever-increasing tonnage the Florida growers are producing. It wants to take full advantage of today's markets. But it never lost sight of the fact that now is the time to build for the future. Having recognized the importance of today's markets for post-war sales, it is waging an advertising and promotion campaign which is designed to win those markets . . . and win them for many, many years to come!

FLORIDA CITRUS

not only this year's crop

Today Every Body must be a Fortress... fortified to






FIGHT!



Here's the
COMMANDO FRUIT
to Fortify Every Body with vitamin C

FRESH FLORIDA GRAPEFRUIT rich in the vitamin C that's given every Commando daily—for red-blooded vigor, strong muscles and bone. No wonder it's called the **COMMANDO FRUIT**. No wonder over a billion juicy Florida Grapefruit are ordered by Uncle Sam to supply allied attack forces with this precious Victory Vitamin. Even the 'you' cannot get the marvelous training that helps make Commandos such towers of strength, you can—and must—get the vitamin C that Commandos get every day.

The Commando Fruit is a Fighting Man's Food—a wonderful food for every man, woman, and child—for all of fighting America's millions!

-  **FIGHT Infections!**
-  **FIGHT Colds!**
-  **FIGHT Fatigue!**
-  **FIGHT Weakness!**
-  **FIGHT Absenteeism!**

Every Day
DRINK IT!
EAT IT!

Flavorful juice in tall glasses, refreshing grapefruit salad, grilled grapefruit, grapefruit cup, big bowls of cut-up fruit—there are dozens of delicious ways of serving vitamin C. But no matter how you serve it, be sure you don't forget that vitamin C can't be stored in the body... so be sure to serve it some way every day!

FLORIDA CITRUS COMMISSION, Lakeland - Florida

Fresh FLORIDA GRAPEFRUIT
Rich in "Victory Vitamin C"

This is the orange  a **FLORIDA Orange**... that answers

YES!

To All Your Eager Wartime Questions

Is it EXTRA JUICE?



loads of extra juice. So not do as the soda fountains—and serve a "Double" for the family!

Has it EXTRA VITAMIN C?



YES! Because Florida oranges give you so much extra juice, therefore they fortify you and those youngsters the natural way—with extra vitamin C.

Is it EXTRA WHOLESOME?



YES! Uncle Sam's nutrition program says every man, woman and child needs vitamin C daily—for strong muscles, blood vessels, and bone!

Is it FLAVORY and SWEET?



YES! A Florida orange is as sweet, as refreshing—as temptingly delicious an orange as Mother Nature grows! It will pay you always to insist upon Floridas.

Only Floridas give EXTRA JUICE!



An EXTRA BIG BARGAIN?



YES! See how thin-skinned they are! And how little of that white, wasteful "rag." Every penny spent for Floridas buys EXTRA JUICE—extra VITAMIN C.

Yes...get FLORIDA ORANGES for Extra Juice

FLORIDA CITRUS COMMISSION, Lakeland, Florida

ADVERTISING SELLS

but future crops as well

OVER HERE!

Fortified against Fatigue by Victory Vitamin C, every body "over here" must be armed with red-blooded vigor—to dig into his war job like a Commando!

OVER THERE!

When Danger Strikes! Bodies that are well armed with Victory Vitamin C, fight weakness, deadly germs, colds, infection. Wounds and cuts are more sure to heal!

OVER HERE!

For Fast Growing America today, tomorrow—and always. Vitamin C can't be stored in the body. For healthy, sturdy growth, every body needs Vitamin C every day!

EVERYWHERE!

FIGHT infections! FIGHT Fatigue! FIGHT Weakness! FIGHT Colds! FIGHT Absenteeism!

THESE
are the days!

...the days when all America must have
VICTORY VITAMIN C

Under skies alive with screaming dive bombers—over seas infested with treacherous wolf packs—millions of cans of Florida Grapefruit Juice have followed our boys to the ends of the earth—to supply them with precious vitamin C.

"Over There"—and the attack! These boys must be fortified with grapefruit juice... As planned to assure a in 1944—every day this is a vitamin C infection, colds. So ing list, put grapefruit

IT'S COMMA

Rich in vitamin C that Commandos get daily! 7 days a week—365 days a year—these are the days to fortify all with the Commando fruit AND 2 OTHER JUICES —RICH IN VITAMIN C!

Although Uncle Sam has set aside the entire supply of canned grapefruit sections, and most of the canned orange juice, blended juice, and concentrates for the armed forces—a little orange juice and blended juice is available for civilians. Two delicious juices—both rich in vitamin C!

FLORIDA CITRUS COMMISSION - Lakeland, Florida

Canned
FLORIDA GRAPEFRUIT JUICE
RICH IN VICTORY VITAMIN C

Such a Cheerful Change—they work like

MAGIC!

IN BRIGHTENING UP DULL WINTER DAYS

They are so much better than heavy, rich things that are hard to digest. Tangerines are a super-sweet treat that provides precious vitamin C and vitamin A and calcium—essential for red-blooded health and vigor!

• The time is ripe for TANGERINES! What other fruit is so full of Fun, so full of Flavor, yet so full of things that are good for the youngsters, the man of the house... and YOU. But the time for Tangerines is short. So make the most of them while they last!

Off comes their Zipper Skin... like **MAGIC!**

When fruit is so good and Granddaddy's delight in giving the kids off juicy tangerines!

They pop up a lunch box... like **MAGIC!**

In company, or even in bed, and with a welcome change! For when lunch boxes, they're not just perfect. Better luck is here!

So tempting, so luscious, they go like **MAGIC!**

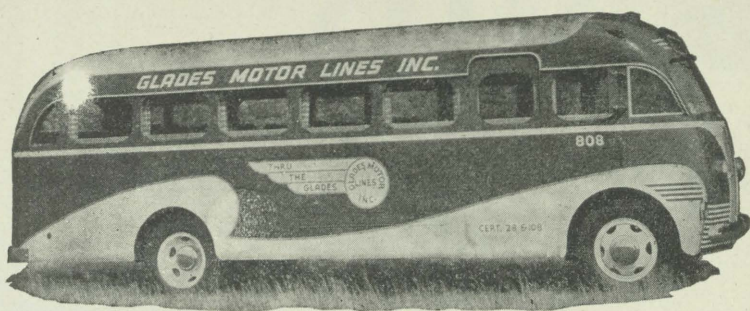
Popular? Try lowering a bowl of basketful of them in the public for delicious tangerine-meat treats. Just see them disappear!

They perk up your menu... like **MAGIC!**

In four steps: from salad! Brighten up sides with their color and flavor! And try tangerine juice and tangerine juice mixed!

Now... get **FLORIDA TANGERINES**

THE SUGAR-SWEET TREAT WITH THE ZIPPER SKIN!



SERVING—Lakeland, Arcadia, Fort Myers, Clewiston, West Palm Beach, Fort Lauderdale, Miami

GLADES MOTOR LINES, INC.

Through Central Florida and "The Glades"

FORT MYERS, FLORIDA

Carl Weaver, Pres.

V. J. Weaver, V. P.

Phone 208

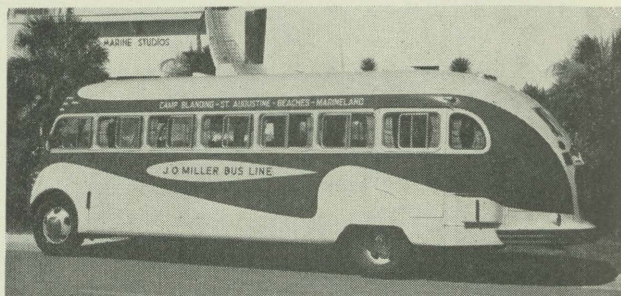
809 Cleveland Avenue

Serving U. S. Army
CAMP BLANDING
and Naval Air Base (Lee Field) at
GREEN COVE SPRINGS

J. O. Miller Bus Line

12 Cathedral St.

St. Augustine, Fla.



Serving U. S. Army Air Corps at Hendricks Field and Sebring, Florida

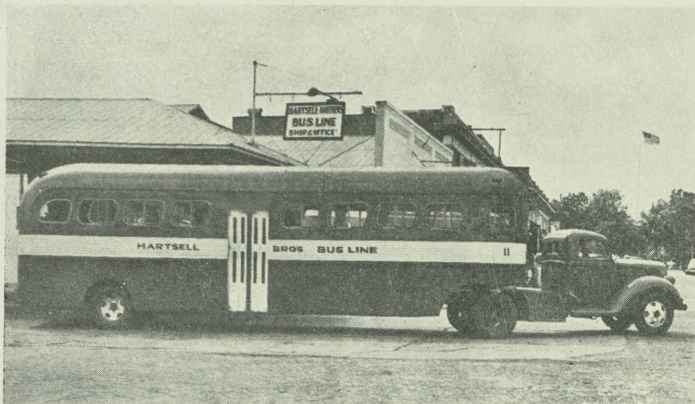
HARTSELL BROS. BUS LINE

W. B. Caldwell, General Manager

Phones 305-387

N. Ridgewood Dr.

Sebring, Florida



BADCOCK'S FURNITURE

STYLED RIGHT

BUILT RIGHT

PRICED RIGHT

LOWEST PRICES

EASIEST TERMS

Sold throughout South Florida—Main Store, Mulberry, Florida

"Badcock will treat you right"

Public Works Planning In War . . .

NOT FEET AND INCHES, not dollars and cents but time—days and weeks and months—is the most important measure known to man. The other day in my reading I came across a paragraph which, with a little paraphrasing, will bear repetition:

"Time is the most important factor in life and business. Wages, salaries, production, amusements, reconversion, defeat of the enemy are all measured in units of time. The tides that sweep through periods of prosperity and depression depend upon how time is utilized. The future of America depends very largely upon what we do with the days, the weeks, the months—though uncertain in number—between now and the day of victory."

A year ago I think we all recognized the necessity of preparing for the period of readjustment that must follow the war. And perhaps it might not be inappropriate if those people to whom we are all ultimately responsible should ask us now what we have done in the intervening year, the intervening 52 weeks, the intervening 365 days. We are 12 months nearer the end of the war, 12 months nearer the most gigantic peacetime problem we have ever had to tackle. The necessity of preparing, therefore, is about 12 times as great as it was then. As to how we have used our time, let each search his own conscience.

For my part, I am convinced that we have made some progress in this last year. The time has not been altogether wasted, even though no general, consistent, over-all program has yet emerged. For one thing, we have had a good deal of discussion since December 1942, and it has brought home to millions of our fellow citizens the serious nature of the problems that must be faced.

About 35 bills, all concerned with one or another aspect of the post-war readjustment, either domestic or international, have been introduced in House and Senate since our last meeting, although only two directly related to domestic matters have been reported out of committee. First was the George Senate resolution, under which a committee was created to study all phases of the demobilization problem. The second, which has been enacted into law, increases to \$60,000,000 the Federal funds which may be used, on a matching basis with the States, for planning road construction. Since the total potentially available is thus \$120,000,000, which should pay for the blueprinting of about three billion dollars' worth of work, we are, on this one sector, in pretty good shape. The highways are needed on their own account, and this activity will be extremely helpful in easing the

By **MAJOR GENERAL
PHILIP B. FLEMING**

Administrator, Federal Works Agency
Washington, D. C.

Editor's Note—Major General Fleming wrote for this magazine a year ago telling of his ideas of public works planning in war and peace. The article gives his ideas on the same subject today.

employment situation since road construction very early reaches its maximum job-creating potential.

I have a friend who returned to Washington recently for a brief visit after a long absence, and I asked him what particularly had impressed him about the wartime capital. "Well," he said, "I notice that the seats of the mighty are still occupied by—the seats of the mighty."

However, some important activity is going forward at the other end of the spine. Recently the president by executive order, called upon the various departments and agencies to submit their post-war construction plans to the Bureau of the Budget, and to make frequent revisions in order to keep them up to date. The Federal government has in prospect about seven billion dollars' worth of construction. But very little has been completely planned, with engineering surveys and actual working drawings, and much that has been planned is only partially planned. It has been estimated that of the entire seven-billion-dollar program only about six hundred million dollars' worth of it could be put into operation within the first year after the war. As result of the president's action, it is to be hoped that the greater part of the program can be made ready so that on the Federal level we will be able to make a substantial contribution toward readjustment.

In addition, the House Committee on Public Buildings and Grounds, of which the Hon. Fritz Lanham of Texas, is chairman, has begun hearings on this whole problem of the post-war dislocation, with rather particular reference to the provision of employment through public works construction. So, in Washington, at least, real progress is being made.

It is obvious that we shall need much more than highways in order to rehabilitate our national plant. During the war it has been impossible to obtain the necessary labor and materials to carry forward the customary volume of public works—not only in the form of new construction but even in the field of simple maintenance. Highways, as you well know, are being pounded to pieces by heavy war-

time traffic. A similar deterioration is all too obvious as respects city streets, public buildings, schools, hospitals, sewage disposal facilities and water supply and distribution. Merely to make good deferred maintenance would keep many men busy for a long time, so that it would be true to say that our problem is not so much to provide a post-war public works program as it is to provide a postponed public works program. Of course, the deficiencies eventually will be made good. Our principal concern is to see that they are made good at a time when it will contribute most to general recovery, and that time will be immediately after hostilities cease, when private industry must shift gears, lay off the men and women who have been working in war production and retool for peacetime production. Unfortunately, the tendency in America has not been to build in times of depression but in boom times. That has been true both of government and of private interests. Thus, construction usually helps to intensify the boom, but it also competes with other forms of business for men and materials. Our problem, as I see it, is to reverse the historic tendency: to get construction started in time to head off any danger of a depression, rather than two or three years after the war when, presumably, we'll all be prosperous again anyway—we hope!

Public works, when soundly conceived, carry their justification. We build highways, schools, hospitals and sewage disposal systems not just to make jobs, but because we want good roads to drive over, education for our children, adequate care for our sick, and our health safeguarded. But the fact that the building of such facilities uses a great deal of labor is certainly not an argument against building them. Back in the late '20's the dollar volume of construction in the United States, maintenance excluded, ran to around eleven billion a year. At that time construction activities gave employment at the site to between two and three million persons. The Bureau of Labor Statistics, after a study of the experience of the non-Federal part of the old public works program, estimated that for every man-hour worked at the construction site two and a half man-hours were worked off the site in the production processing and transportation of the needed materials. The ratio probably was different on the Federal part of the program, and, of course, there is variation depending upon the type of operation. The ratio would be different for roads, for example, than for a new high school or city hall. But

(Continued on page 57)

ORLANDO CITRUS GROWERS ASSOCIATION

CHALLENGE and SEA ROBBER BRANDS

ORLANDO

FLORIDA

Fresh Citrus Brands

TOPMOST - SPEED - LEADER - SUNSEAL

Canned Citrus Juices

SUN SIP - MAXCY

GREGG MAXCY, INC.

CITRUS FRUITS and CANNED CITRUS JUICES

SEBRING

Packing Plant — Lakemont

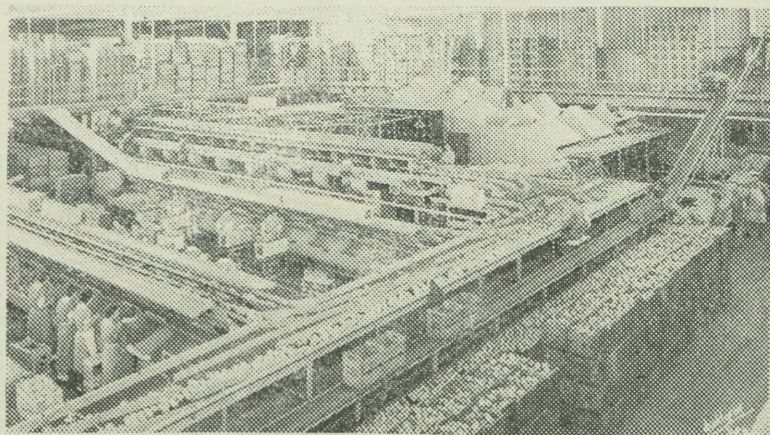
FLORIDA

FOSGATE GROWERS COOPERATIVE

CITRUS FRUITS

ORLANDO

FLORIDA



WAVERLY GROWERS
COOPERATIVE

Waverly
BRANDS

WAVERLY, FLORIDA

Between Cypress Gardens and Bok Tower

VISITORS ARE ALWAYS WELCOME

FLORIDA HIGHWAYS

TallaTopics

By **ALLEN MORRIS**
Tallahassee Special Correspondent
Author of **CRACKER POLITICS**

WORKING MOTHERS in 21 Florida counties are finding peace of mind about their children nowadays during absence from home.

For these mothers, mainly at work in war industry, the State Department of Education today supervises 97 pre-schools with 2,608 children, and 23 centers for youngsters of school age with 412 enrolled.

Preschools, for children of 2 to 5 years, inclusive, are intended not only to provide care and protection but also to develop the child's knowledge of the world about him, including how to work with others.

Some of these improved nursery schools are open from 9 to 4, while others span the working day from early morning to evening, depending upon needs of the particular community.

With public agencies shouldering the remaining expense, fees ranging from \$2 to \$3 a week for white children and \$1 to \$2 for negroes are charged to defray the cost of food and custodial service.

The program provides for school age groups; in the words of Mrs. Dora Skipper, State director of extended school services "many happy, fruitful and healthful activities" for out-of-class hours.

The centers are intended to replace the makeshift arrangements which saw inexperienced girls, their own education curtailed, assume the care of children because mothers by the thousands entered industry.

★ ★ ★

THOUSANDS OF AUTOMOBILES which in other years would have reached the scrap pile still are chugging along, to the wholly unforeseen enrichment of Florida's treasury.

Motor Vehicle Commissioner Henry J. Driggers, a most pleasantly surprised official at the upsetting of doleful forecasts says the war has caused the ordinary life of cars to be extended by one-third.

Licensing of machines which have passed the actuarial deadline accounts to some extent for the failure of the expected decline in auto tag revenue, Driggers explains.

Motorists generally are taking better care of their vehicles, making them last longer. The gas rationing ban on fast driving and long trips has reduced wear and tear.

The assembling of one roadworthy vehicle from two or more worn-out machines has developed into a business of considerable proportion because of the war need for transportation.

Without trustworthy figures on those

war-born combinations, Driggers believes they number in the thousands.

The State's vehicular population has been increased by the war. Bus fleets have been enlarged to accommodate motorists who leave their cars at home. Workers have bought cars to reach outlying war plants and military installations.

Sales for 1944 had, at Driggers' last tabulation reached \$8,054,880.54, as compared to \$7,685,161.16 for the same period of 1943, an increase of \$369,719.38.

Of this amount, \$6,450,000 already has been transferred to schools, for payment of teachers and \$857,802.90 awaits transfer.

Expense of collection has been \$143,953.91, with the State skimming off an additional \$239,365.63 by the three percent bookkeeping tax on money passing through the general treasury.

★ ★ ★

SELF-SUFFICIENCY in the production of foodstuffs is becoming daily more of a reality for State institutions.

This was indicated in a report to his fellow cabinet members by Commissioner of Agriculture Nathan Mayo, who said the prison farm at Belle Glade was responsible in the past 12 months for:

Seventy-five tons of granulated white sugar, 42,000 gallon cans of tomatoes, 8,000 gallon cans of peas, 20,000 gallon cans of beans, 65,000 pounds of rice, 16,000 pounds of onions, 240,000 pounds of dried beans and 30,000 gallons of syrup.

The sugar produced by the machinery bought at scrap iron prices in Louisiana by Mayo will go a long way toward filling the requisitions of the State's six penal and hospital institutions. No additional syrup need be bought.

Of the 2,000 acres at Belle Glade, the State devoted 200 to cane, 40 to rice, eight to onions and scattering amounts to other crops, leaving a great number of acres which yet may be used for institutional production.

Ramie, the wonder fiber, also is being cultivated at Belle Glade, with private interests building a machine there now to strip the stalks.

Secretary of State R. A. Gray said a herd of Brahma cattle was being developed at Raiford prison so beef needs could be met for all the institutions eventually. Some scrub cattle has been butchered for Raiford's prisoners on the farm there in past years.

The State hospital at Chattahoochee, with 2,000 acres under cultivation, finds on its land in harvest seasons some of the ingredients for the menus of

5,000 patients. Hogs are fattened there and at one time 15,000 chickens were kept but the number is not so great now.

Some foodstuff comes from the land, too, of the farm colony at Gainesville and the boys' school at Marianna.

Mayo's report prompted the recollection that Secretary of State Gray single-handedly caused retention of the Belle Glade prison farm some years ago when a period of managerial reverses resulted in other members of the cabinet wishing to abandon this operation.

★ ★ ★

GOV. SPESSARD L. HOLLAND, salutes the United States Sugar Corporation, hailing its \$20,000,000 diversification program in the Everglades as a contribution to war and peace.

"I understand this program ultimately will provide additional agricultural employment for more than 7,500 persons on a yearly basis," said Governor Holland.

He said the State had been happy to cooperate, through granting rights-of-way and exchanging lands, in the development of a new sugar company enterprise for production of 75,000,000 pounds of starch a year.

"We know this project will provide an immediate contribution to the war effort," said Governor Holland. "It also can be of vital importance in the State's post-war plans.

"I have been watching closely the development of the Everglades—unfolding almost with the astounding speed at which our Everglade crops grow.

"The qualities of leadership, efficient management, scientific research, enthusiasm, faith and hard work manifest there can be applied to every section of the State.

"Clarence R. Bitting and his organization are to be congratulated on their work in the Everglades.

"The sugarcane crop, the cattle-feeding project, the lemon grass crop and now the starch house not only provide vital materials and products for our war effort, but serve as proof of Florida's peacetime potentialities."

★ ★ ★

THE STATE DEPARTMENT of Education is embarking upon an expanded program of qualifying disabled persons for jobs at which they can work successfully.

One of the most surprising revelations of America's war effort, reports Claud M. Andrews, State supervisor of vocational rehabilitation, has been the part

(Continued on page 55)

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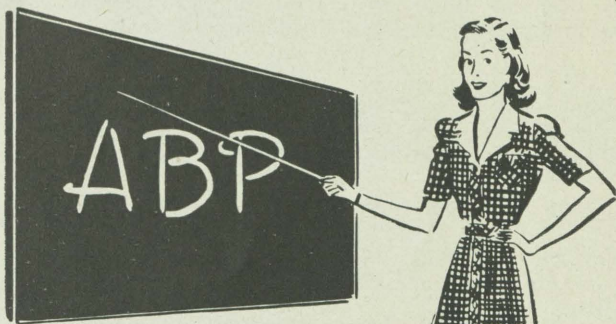
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FLORIDIANS OUT FOR VICTORY . . .

★ Another Florida hero resting at the Miami Beach redistribution center is Lieut. Robert L. Bryant, 22, Bay Harbor, attack pilot who flew 800 combat missions over north Africa, Sicily and Italy. He has been awarded the Air Medal with six Oak Leaf Clusters.

★ Roy and Lacy Pettis, sons of Mr. and Mrs. John Pettis of near Panama City, privates in different units of forces abroad recently met while walking down a street in an Australian town. It was the first time they had seen each other in 23 months and neither knew the other was anywhere near.

★ Lieut. Carlton L. Welsh, Madison, recently attacked single-handedly an escorted German merchantship off Norway in his RAF Beaufighter. Welsh attacked despite intense flak but was unable to say if the ship was sunk.

★ Seaman First Class Hans Jurgen Eugene Maier, Venice, who was born in Germany served as official interpreter when officers of his ship captured Germans on the Salerno beaches. He is now a patient in the hospital at the Charleston Navy Yard following fracture of his right leg in Naples.

★ Daniel A. Kelly, Jr., Fernandina, former Florida senator and representative has been promoted from captain to major. He is provost marshal of the Charleston Port of Embarkation.

★ 2d Lieut. Victor Bogachoff, Miami, and Staff Sergeant Charlton E. Melton, Jr., Pensacola, have been awarded the Air Medal for bomber command attacks on the Marshall Islands.

★ Floridians recently decorated with the 12th Air Support Command in northwest Africa include:

Eight bronze Oak Leaf Cluster to Air Medal, George H. Beers, second lieutenant, Jacksonville.

Fifth bronze Oak Leaf Cluster to Air Medal, Terrell E. Yon, first lieutenant, Blountstown.

Second bronze Oak Leaf Cluster to Air Medal, John B. McClellan, first lieutenant, Jacksonville; Jordan M. Pennoyer, first lieutenant, Miami; Charles L. Malloy, Jr., technical sergeant, Fort Lauderdale.

Bronze Oak Leaf Cluster to Air Medal, Jack Setterich, first lieutenant, Chattahoochee; Frederick C. Ogier, flight officer, Jacksonville; James Y. Farrar, Jr., technical sergeant, Jacksonville; Carl R. Brooke, sergeant, DeLeon Springs.

Air Medal, Arthur N. Walton, Jr., first lieutenant, Apalachicola.

★ Capt. Harry A. Slager, Jacksonville,

who gave his life in reconnoitering operations on the island of Rendova has been posthumously awarded the Legion of Merit. He had previously been awarded the Distinguished Service Cross and the Purple Heart. It was stated that Capt. Slager and his party made their way past Japanese troops through dense jungles to locate possible landing fields. He escaped injury during the heavy fighting of that engagement but was later killed in action in the New Guinea campaign. His decorations were given to his widow, Mrs. Estelle Slager of Jacksonville.

★ Staff Sgt. W. Ray Charleston, former assistant State editor of the Florida Times-Union has been awarded the Distinguished Flying Cross at a British base. He had earlier won the Air Medal and two Oak Leaf Clusters for meritorious service on 16 missions. His wife is receiving training in the air evacuation nurses corps at Bowman Field, Ky.

★ Mrs. Clarence M. Brooks, Kissimmee, has six sons and her husband in the armed services, a daughter has registered as a nurse and another son expects to enter the army soon.

★ Lieut. William Francis Vosburg, Ocala, killed in a bombing mission over Europe has been posthumously awarded the Distinguished Flying Cross.

★ Sgt. Manuel L. Garcia is visiting his parents in Bartow after having received five wounds in action against the Japs on Bougainville. Sgt. Garcia accounted for seven Japs before bullets and shrapnel put him out of action. He was in three battles in 20 days.

★ Capt. John R. Johnston, Orlando, pilot of the famed flying fortress "Hell's Angels" was recently married in Wetumpka, Ala.

★ Staff Sgt. Joseph J. Procchi, Plant City, has been awarded the Silver Star for gallantry in action. He fought off 18 enemy aircraft which attacked the B-17 bomber on which he was a waist gunner despite being seriously wounded by a shell explosion.

Flight Officer Otis E. Prevatt, Jr., Palatka, was awarded the Distinguished Flying Cross in the same action.

★ 1st. Lieut. Charles L. Ginn, Palatka, was recently awarded the Distinguished Flying Cross after making 50 fighter combat missions over enemy occupied continental Europe.

We've got the Axis on the run. . . let's catch 'em and whip 'em with more War Bonds!

Florida Counties Gain And Lose Population

Civilian population in Florida counties having military establishments or war plants has shown a sharp increase and rural counties sharp decrease, according to reports of the census bureau in Washington.

The bureau made comparisons between the 1940 Federal census and civilian populations of counties as of November 1, 1943, basing the latter on registrations for War Ration Book No. 4. The population for the State as a whole increased from 1,891,085 to 2,012,046 or 6.4 percent over that period.

Bay County with Panama City's busy shipyards and the Army Air Forces' nearby Tyndall Field zoomed from 22,686 in 1940 to 44,806 last November 1—116.6 percent—to lead the way.

By contrast, Glades County dropped from 2,745 to 1,739, or 36.6 percent for the greatest decrease in the State.

Highlands County, with the big Army Air Forces Flying Fortress school at Hendricks Field near Sebring mushroomed from 9,246 to 14,397 or 55.7 for second place. Monroe, with the Navy's big base at Key West gained from 13,566 to 19,889 or 46.6 percent for third. Bradford County, in which is located a portion of the Army's huge Camp Blanding rose from 8,717 to 12,338 for a 41.5 gain. No other increases of more than 27 percent were reported.

The bureau previously had reported on population gains for the metropolitan counties of Florida—Dade, Duval and Hillsborough-Pinellas.

County	Nov. 1 1943	Apr. 1 1940	Pct. Gain
Broward	17,100	16,136	6.0
Dade	294,123	267,739	10.0
Duval	245,123	210,143	16.6
Escambia	87,335	69,032	26.5
Hillsborough	201,987	180,148	12.1
Lee	20,987	17,488	19.8
Leon	36,437	31,646	15.1
Okaloosa	15,980	12,896	23.9
Orange	77,314	70,074	10.3
Palm Beach	80,932	79,968	1.2
Pinellas	99,425	91,852	8.2
Polk	89,222	86,665	3.0
St. Lucie	13,048	11,871	9.9
Sarasota	18,383	16,106	14.1

Counties showing decreases included:

County	1943	1940	Loss
Alachua	36,241	38,607	6.1
Charlotte	3,576	3,663	2.4
Collier	3,745	5,102	26.6
Flagler	2,205	3,004	26.6
Manatee	24,232	26,098	7.1
Marion	29,769	31,243	4.7
Osceola	8,671	10,119	14.3
Putnam	17,433	18,698	6.8
St. Johns	18,962	20,012	5.2
Seminole	19,068	22,304	14.5
Volusia	48,680	53,710	9.4

Members of the 795th military police battalion, Camp Blanding are receiving a course in law enforcement at the University of Florida through the courtesy of the University's faculty.

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Fred Elliot Subject Of Recent Feature Article

Fred C. Elliot, popular secretary of the budget commission was the subject of a recent feature article by Malcolm B. Johnson, Tallahassee Associated Press resident correspondent. Elliot, according to Johnson, accepted a temporary assignment for an engineering job for the State 33 years ago and remained to make State work his career.

An intimate knowledge of Florida land problems, particularly in the Everglades, made him secretary and engineer to trustees of the State Internal Improvement Fund and secretary of the State Board of Drainage Commissioners.

But he still wonders why the cabinet assigned him to his third job as secretary of the State Budget Commission and has kept him on it for 12 years. He runs all three jobs from the same office, and still has time to command the local Coast Guard reserve unit.

Elliot, now greying but still carrying himself with the dignity he learned as a classmate of Gen. George C. Marshall at Virginia Military Academy at the turn of the century, was a civil engineer in his native Tallahassee when he was employed to conduct a land survey in the Everglades in 1911.

Before he got back to Tallahassee as secretary to the Internal Improvement Board in 1928, he supervised preliminary surveys for the first Everglades drainage canals, was in charge of digging them, and planned and built their locks as engineer for the Everglades drainage district.

He led a party on foot through the wild area to make the first canal survey, then designed and had built a huge caterpillar-treaded vehicle which was the fore runner of the Florida swamp buggy and had features of the military tank before it was introduced for warfare.

With the huge tractor, the surveying crew was cut more than half and the work was speeded up greatly. The whole party slept on the machine's deck, screened from vicious mosquitoes. Thousands of acres of the vast swampland were surveyed that way before the tractor wore out.

As secretary and engineer for trustees of the internal improvement fund, Elliot is administrator for the State's oldest and one of its most powerful statutory agencies.

The I. I. board, made up of cabinet officers, was established in 1851 "to provide for and encourage a liberal system of internal improvements." In its earlier days, after the War Between the States, it helped finance railroads and build highways.

But in the past few decades its broad authority has been used mainly in managing more than ten million acres of public lands—draining and

reclaiming them, selling the products from them, and dealing in them for sale. Improvement of rivers, harbors and waterways and construction of public buildings also has been part of the work for which Elliot has been sort of a general manager for the State.

He has had charge of keeping the records and supervising operation of the scattered and complex Murphy Act lands which reverted to State ownership when back taxes on them were not paid, and of other tax delinquent lands. Most sales and rentals of State land go through his hands.

His duties as secretary to the Board of Drainage Commissioners, made up of the same cabinet members as the I. I. Board, are a minor part of his full job and have much in common with some of the authorities of the Internal Improvement Board.

Being secretary of the budget commission, though, is something different. It is his job to keep check on those State department expenditures which the law requires to be approved by the cabinet, and to compile proposed general revenue fund budgets for consideration of the legislature in providing appropriations for general departments and institutions.

He got that job in 1931, when the cabinet asked him to help out during a rush to complete the general revenue fund proposed budget before the legislature met—and has had it ever since

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Organizes Florida Post-War Education Committee

Organization of a Florida post-war educational committee of the Southern Association of Colleges and Secondary Schools has been announced by Dr. John J. Tigert, president of the University of Florida and chairman of the committee.

Memberships on the committee are institutional and Florida institutions will be represented as follows:

State Department of Education, Colin English, superintendent of public education, and Claude M. Andrews, supervisor of vocational rehabilitation; Florida State College for Women, Tallahassee, Dr. Doak Campbell, president; John B. Stetson University, DeLand, Dr. William Sims Allen, president; Florida Southern College, Dr. Ludd M. Spivey, president; Rollins College, Winter Park, Dr. Hamilton Holt, president; University of Miami, Dr. Bowman F. Ashe, president; Palm Beach Junior College, Dr. John I. Leonard, president; St. Petersburg Junior College, Dr. Robert B. Reed, president; General Extension, B. C. Riley, dean of the University of Florida General Extension Division.

Veterans will be considered in three groups, including disabled veterans, those who return from the services and desire higher education, and those who desire special vocational training.

The Florida committee and one in each of 10 other Southern States will report to the president of the Southern Association, Dr. Duke Humphrey, president of Mississippi State College, through a regional committee made up of chairmen of the State committees.

STORAGE SPACE FILLED

W. J. Sheely, animal husbandman of the State agricultural extension service reports that the 45 meat curing cold storage plants in Florida are full and that Florida farmers will have to cure their own meats this winter.

The Navy has announced approval of \$136,000 for construction of buildings and improvements at Stuart outlying field in Martin County.

Babson Park Speakers Predict Bright Future

Florida and the United States were given a bright future by speakers at the annual Florida business conference held in Babson Park.

"Marvelous" quantities of oil will be found in many parts of the State, predicted E. D. Pressler, geologist at the Humble Oil and Refining Company which is conducting operations at Sunniland in the Everglades.

"This should boost all real estate values and make possible the establishment of innumerable new industries," Pressler declared.

Discussing the economic future, Dr.

James Hosc of Columbia University said "a dangerous inflation is not necessary if the United States has a sound tax policy. In fact, prosperity could follow World War II. Severe depressions are not necessary."

Other forecasts: O. A. Gane, former president of the Florida Real Estate Boards: "Florida real estate already is very active in some sections and is headed for higher prices."

Dr. D. Brewer Eddy of Boston, Mass.: "A lasting peace is possible following World War II if accompanied by a spiritual awakening. It must be a Christian peace to hold."

Roger W. Babson, economist: "Stock prices will remain around present levels until the European invasion, but will then fluctuate actively according to the progress. If a Republican president could be elected in November this would start a real boom, but my guess is that Roosevelt will be reelected and later resign to head the new world organization. But 1945 should show higher stock market prices whoever is elected in November 1944."

Dr. Leonard Spangenberg, Wellesley, Mass.: "All business forecasts for 1944 should be divided into two parts. From now until Germany collapses, business will continue as is; but from then until December 31, it will be upset and unsatisfactory."

E. J. Kulas, president of the Midland Steel Products Company: "Col-

lective bargaining is here to stay. The problem is how to make it work fairly for both sides. I forecast that labor unions will be subject to the same rules and requirements as are corporations."

Marvin H. Walker, assistant manager of the Florida Citrus Exchange: "The post-war outlook for citrus is critical unless growers back the citrus exchange 100 percent. Prices of both fruit and groves could easily decline."

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University Establishes Center for Training

The University of Florida has established a public service training center to provide training for groups of public employees, according to announcement of B. C. Riley, dean of the extension division who will be in charge of the center.

The recommendation to establish the center was made to the president and the board of control by Riley, who has long advocated standardized basic training for public employees as a means of producing more uniform practice and procedure in the offices charged with the actual operation of the machinery of government and public convenience.

During the period immediately following the war, with new and different problems of economy and adjustment to be solved, such a training program will take on added importance, Dean Riley believes, and refresher courses and advanced training will also be offered by the center.

Some work along these general lines has already been done, Riley pointed out, and an increasing number of State, county, and municipal departments, agencies, and groups are becoming interested. During the past year the general extension division has organized training programs for certain groups of employees of the State Board of Health, for operators of waterworks and sewage disposal plants, and for the State insurance commissioner.

Emphasis at present is on the training program for the regular law enforcement agencies, in which more than 4,000 men have been enrolled. A manual on Basic Procedure in Law Enforcement, prepared by W. H. Robinton, secretary of the Florida Peace Officers Association, has been published for distribution by the university.

Uniform instruction has been undertaken in 55 schools in Florida to date, with 31 still in operation and others to be established. Robinton has been given leave of absence by the city police department of Gainesville to act as police consultant for the university, and to assist with the administration of the classes. Recruits and in-service personnel of regular enforcement agencies, auxiliary police, military police, shore patrol, and railway police are among the enrollees to date.

The public service training center will develop its educational program as rapidly as demand warrants and resources permit, Dean Riley said. The program will be implemented by correspondence study, in extension

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classes, and through intensive residence study for brief periods, usually termed short courses or institutes, with emphasis on rapid and practical teaching.

State Board of Control Plans for More Teachers

B. C. Riley, dean of the general extension division of the University of Florida recently announced that the State Board of Control has authorized the granting of 12 additional hours of extension college credit towards degrees in education to in-service teachers without degrees.

The ruling raises the limit of extension credit to be applied to degrees in education from one-fourth to a little more than one-third, Riley pointed out and is designed as another measure to alleviate the serious shortage of trained teachers throughout the State.

The recommendation to the board of control was made jointly through Dr. John J. Tigert, president of the university, to Dean Riley and Dr. G. Ballard Simmons, dean of the College of Education, with the accord of Dr. Ralph L. Eyman, dean of education at

the Florida State College for Women.

Teachers who have already taken the limit of 25 percent toward degrees in education may earn the 12 hours of additional credit either in extension classes or by correspondence study, Dean Riley said.

The rule will remain in force only during the war emergency, he added.

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Retail Sales in Florida Close to Billion Mark

Retail sales in Florida in 1943 came close to the billion dollar mark for the first time in history, according to the research division of the State Chamber of Commerce.

Basing its estimate on official government and other reports, the trade body placed the State's 1943 retail sales at \$950,000,000, a gain of more than 26 percent over 1942's estimated sales of \$750,000,000. The 1943 volume was 55 percent higher than the \$614,464,000 tabulated by the U. S. census for 1939, the last year for which a complete detailed record is available.

The gains of 1943 were general throughout the State, sharpest advances being made in Pensacola, Jacksonville and Tampa, among the largest cities. The Federal Reserve Bank's index of department store sales in the three largest cities showed increase for 1943 over 1942 of 27 percent in Jacksonville and Tampa, and 15 percent in Miami.

The U. S. Census Bureau's reports from independent retailers all over the State showed increase of 29 percent for the first 11 months of 1943 over the same period in 1942. Returns for the full year are expected to push this increase higher.

Florida's war economy got into high gear late in 1942, with 1943 the first full year during which it operated at a sustained high level. No further large gains may be expected until the post-war period, the review concluded.

Their cars having collided, Jock and Pat were surveying the situation. Jock offered Pat a drink from his bottle. Pat drank and Jock returned the bottle to his pocket.

"Thank ye," said Pat, "but aren't ye going to have a bit of a nip yourself?"

"Aye," replied Jock, "but not until the police have been here."

Farm and City Gardens Necessary During 1944

Food from farm and city gardens is needed more this year than it was in 1943, according to A. P. Spencer, director of the Florida Agricultural Extension service.

"If the 8,000,000 tons of vegetables produced in the Nation's victory gardens in 1943 had not been available," he said, "there would not have been enough food to provide an adequate diet for civilians of this country, to supply our armed forces and to help our allies."

Spencer explained that food needs of the Nation will be greater this year because America's armed forces will be larger and her responsibilities for helping to feed people of other countries will be heavier. "In addition to these demands on our food supply

most of our people have been working harder than ever during the past two years and they will need as much or more food to continue their strenuous efforts until the war is won."

In urging everyone who has available land, whether he lives in town or country, to plant a victory garden, the extension director pointed out that the more food produced for home use, the more commercially produced food there will be for civilians who have no garden land, for the armed forces of America and her allies, and for the hungry people of lands to be occupied by United Nations forces.

"Our population in Florida now," he said, "is over 2,000,000, and if we have only 200,000 gardens this year that will be only one garden to about every 10 persons. If everyone who has the land will plant a garden, we'll be able to have more than a quarter of a million gardens in the State."

"A quarter of a million gardens producing food for the folks growing them will have a marked effect on the demands made on commercially produced food supplies, and every per-

son who has a garden can know that he is helping in this way to win the war.

"Now is the time," Spencer asserted, "to plant the victory garden. We hope there will be a quarter of a million gardens in the State this year. We pledge the efforts and assistance of all extension workers to help gardeners in every way possible. There can be no let-up in this phase of the war program until the war is won."



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Florida Ranks Fourteenth In Diversified Projects

Trends established in prewar years should be followed in Florida's post-war development, according to announcement of the State Chamber of Commerce.

A broadly diversified economy is generally agreed upon as the most desirable goal, and Florida in prewar years, was moving steadily toward such diversification. In 1940 Florida ranked fourteenth among the States in its degree of diversification, ahead of every other Southern State but Virginia.

In manufacturing only was Florida markedly deficient, utilizing only 11.68 percent of its gainfully employed as compared with a national average of 23.41 percent. Because of its important tourist industry Florida ranked high in retail and wholesale trade, employing 3.68 percent more than the national average, and in personal services employing 8.19 percent over the Nation's top figure.

Florida was slightly under the national average for agriculture, slightly over for forestry and fishing.

The importance of manufacturing in the State, although low in 1940 in relation to the national pattern had been gaining steadily. From 1937 to 1939 it gained sharply in Florida but lost nationally. In 1929 Florida accounted for only 33 one-hundredths of one percent of total United States production, but by 1939 its share had climbed to 43 hundredths of one percent.

The advent of war manufacturing (principally shipyards) has pushed manufacturing wages way up, increasing 86 percent from 1939 to 1942. However, the rate of increase in Florida has been markedly lower than the 133 percent growth in the same period for the whole country.

Continued progress toward the goal of diversification must await the post-war period, when ground lost because of the war can be regained.

NEED WOOD TO WIN

Dr. Louis T. Nieland, forester with the Florida Agricultural Extension Service recently declared that the need for wood for winning the war has never been as great as it is today.

Sebring has jumped from a normal population of 3,300 to 7,500 due to the influx of army personnel and their families. More than 300 houses have been built and many have been forced to house their families in nearby towns.

Proposes An Alternate Pan-American Highway

Harold Colee, executive vice president of the Florida Chamber of Commerce has initiated a movement to win

the support of the Cuban government for a circuitous, alternate route of the proposed Pan-American highway to run through Florida and Cuba.

In a letter to Col. Fulgencia Batista, president of Cuba Colee pointed out that by such an alternate route, travel would be possible through all gateways of Florida to Key West, thence to Cuba by ferry, across the island, thence by boat connecting with the Mexican section of the main highway at San Cristobal near the Guatemalan border.

Colee said that it is the feeling of the State chamber that a circuitous route should be established over the proposed highway whereby the automobilist could not only travel through Mexico southward, but could also have the benefit of an alternate movement through Florida and Cuba.

Florida's congressional delegation is being asked to do everything possible to bring about the establishment of this circuitous, alternate route, Colee stated.

Graduate Courses For Latin American Students

As another step toward cooperation with South America, the University of Florida has set up a graduate course in sanitary engineering and established fellowships in the course for Latin American graduate students.

Dr. John J. Tigert, president of the University announced the new course in the College of Engineering, which was planned by Dr. Joseph Weil, dean, and John F. Martin, director of the Inter-American Institute of the University of Florida. George W. Reid, assistant professor of civil engineering will head the course.

The Inter-American Institute and the College of Engineering cooperated in establishing the fellowships, and the course now has enrolled five Latin American graduate students. The course is open also to American engineers.

In addition to the good will aspects involved, establishment of this course is recognition of the importance of the development of rubber, quinine, and vegetable oil programs in Latin America.

"The importance of sanitary engineering in these developments cannot

be overemphasized," Martin said in commenting on the course. "Before full production in these vital fields can be achieved, malaria, dysentery and hookworm must be controlled, and the menace of total blindness, produced by the sting of an African mosquito recently brought to northern Central America by airplane must be removed."

Reid will bring to the course a training in sanitary engineering received at Harvard University. The first group of students is composed of civil engineers, according to Martin, who made good in their Latin American universities and who have had at least one year of practical experience.

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Florida Has Oil In Commercial Quantities

Herman Gunter, State geologist and director of the Florida geological survey recently told a Jacksonville civic club that he is now convinced that oil can be produced commercially in Florida.

The Florida geologist said he changed his views after it had been proven by an oil company that "Florida is at last oil producing; how much is yet problematical."

Mr. Gunter said that various companies have been drilling test wells in Florida for 40 years, the first in 1903 in Sumter County but that in his opinion none had been deep enough to produce. Records show, he said, that 36 of the wells were less than 1,000 feet deep; 22 from one to two thousand feet and others were drilled as far as 6,000 feet.

The two oil producing wells are slightly more than 11,000 feet deep, he declared, and the geological survey now has more than 40 tests on hand in Tallahassee. He also told members of the club that there are 800 water wells in Florida on record in the library and tests are being made to determine the prospects of other minerals in the soil.

"Because of these records oil companies are showing increased interest in the seaboard territory and they are prepared to come here to test drill," he said.

The speaker declared that 16 oil companies either have offices established in Florida or have geologists here. These include practically all of the leading firms, he said.

Mr. Gunter was praised highly for his work as director of the Florida geological survey by Judge George Couper Gibbs, former attorney general of Florida and a member of the Civitan Club.

Increased Allotments For Aged Declared Likely

Cases of almost all of the 39,000 persons on the old-age assistance rolls have been reviewed and their allotments increased according to a new formula based on their needs and the cost of living, declared Welfare Commissioner Leland Hiatt recently. Hiatt stated that there will be no delay in increasing old-age assistance checks if the money is forthcoming from horse race tracks and other sources.

The roll now is in such shape, he said that if enough extra money is available at the end of the racing season to make an over-all 10 percent increase, for instance, each recipient who has been getting \$20 a month almost immediately will start receiving \$22.

That wasn't the case the last time extra money came in, when the 1943 legislature guaranteed enough funds

from the new cigarette tax to assure a general raise to the old folks. It has taken months for that increase to be spread out to all the recipients.

Hiatt explained that before the legislative guarantee was made, the general cost of living had been increasing for two years beyond the financial ability of the welfare commission to make proper readjustments in payments.

In some areas the living cost had gone up more than in others. There was enough money to take care of only 62 percent of the average person's bare needs. Some were getting less than enough for 62 percent, some were getting more.

To make the whole system of distribution more equitable, the commission undertook a complete review of every case and made a new determination of every person's needs by a formula which allows so much for food, clothing, medicine and other necessities and takes into account the fact that it costs more to live in some places than in others.

It took time to set up the new program, particularly in view of a wartime shortage of welfare commission personnel and difficulties involved in traveling to out-of-the-way places to visit recipients.

Gradually, however, the average payment has been increased from \$14 to \$18 a month and the amount available for the old folks has been raised to the point at which about 80 percent of their essential needs can be supplied.

"For the first time, we are beginning to get some complimentary letters from recipients," the commissioner said, "and we now are in a position if additional funds come in to make general increases without delay."

The new system does not mean there will be no more reviews of cases, he explained. The law requires reinvestigation of every case once a year and as often between times as necessary. But it does mean there won't be another case-by-case investigation before a general increase can be applied to the rolls.

Hiatt emphasized, as Governor Holland has, that there is no prospect of an over-all increase until the horse racing season closes in April and it is definitely known that a surplus exists and how much is available.

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Governmental Research Committee Takes Over

A committee on governmental research to take over functions of three special legislative committees has been appointed by Governor Holland.

The new group is composed of the members of the three legislative committees and they will carry on their assigned work under their respective chairmen. The governor agreed to give the committee \$5,000 from his emergency fund for expenses.

Members of the committee are Senator A. L. Wilson of Quincy, chairman; Senator W. Turner Butler of Madison, Senator Harrison Barringer of Sarasota; Representatives Jerry Collins of Sarasota, James L. Hardin of Lakeland, Butler Dowda of Palatka, L. C. Leedy of Orlando, Harry P. Johnson of Tavares, N. Ray Carroll of Kissimmee, Warren G. Sanchez of Live Oak, Archie Clement of Tarpon Springs, Harry L. McDonald of Tampa.

The committee was appointed to make a study of governmental efficiency and economy; to make recommendations for the refinancing of bonded debts of small cities and towns and to work out a program in which the State would pave and maintain municipal streets that are links of the State road system.

In a recent sale at the Gulf Cooperative Marketing Association plant in Trenton 2,965 hogs brought a total of \$48,303.

Post-War Aviation Program For State

Florida's post-war aviation program is receiving the attention of the State aviation committee, which recently met in Tallahassee.

Rep. Goodwin M. Nillson of DeLand, was elected chairman of the committee and V. J. Obenauer, Jr., of Jacksonville, was elected secretary. The committee was appointed by Governor Holland on the recommendation of the 1943 house of representatives.

The committee appointed W. B. Hagerty of Tampa, to represent the Tampa-St. Petersburg area on the board after hearing Governor Holland declare that its activities must be of State-wide interest and all communities must be considered in the program.

Information on the number of military airfields in the State, how these will be maintained when returned to local operation and data on the number of skilled aviation laborers available for post-war work will be gathered by the committee before objectives are outlined.

In urging the committee to plan for all possibilities of post-war advancement of aviation, Governor Holland said "Florida is sitting in the most advantageous position for aviation of any area in the Nation and there is no end

of the possibilities if we grasp and preserve them."

Besides Nillson and Obenauer, other members of the committee who attended the organization meeting were Senator Wallace E. Sturgis of Ocala, Arthur Corry of Quincy, Charles M. Moon of Miami, representing Eastern Air Lines and MacDonald Bryan of Jacksonville, representing National Air Lines. Rep. W. W. Stewart of Fort Myers, was not present.

Florida Farm Bureau To Enroll Citrus Growers

Plans to enroll at least 10,000 individual citrus growers in the citrus division of the Florida Farm Bureau are being made by Jim Morton, general superintendent of the Waverly Growers Cooperative, who has been named chairman of the division.

Six cardinal points of a statement of policy adopted are:

"1. To give citrus producers an effective medium of expression.

"2. To formulate a program in con-

junction with the other organized groups, the objectives of which will be to maintain a stabilized industry.

"3. To utilize the support of the farm bureau at both the State and national levels.

"4. To study the post-war problems of the industry and begin development of plans to meet them.

"5. To build and maintain a producer organization which will be effective in dealing with labor problems.

"6. To promote a better mutual understanding within the industry by disseminating information on industry problems."

John D. Clark, president of the Waverly cooperative and chairman of the Farm Bureau's public relations committee, recently told a conference that it is important "to first determine the need for a strong citrus growers organization in the State," and once organized, the body should present a strong front and be represented at meetings of such agencies as the Florida Citrus Commission, and the growers administrative committee.

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Florida Navy Projects Have Been Announced

The following Navy projects have been approved for Florida, according to Washington information.

Pensacola—\$1,426,000 for Naval Air Station and adjacent fields, including Corry, Saufley, Ellyson, Bronson, Barin and Whiting; \$160,000, four chapels.

Miami—\$1,160,000 for Operational Training Command; \$604,200 for submarine training center; \$8,500 for Coast Guard depot; \$53,000, chapel.

Jacksonville—\$839,500 for Operational Training Command; \$150,000, Naval Air Station power supplies and distributing system; \$80,000, two chapels.

Key West—\$109,000, Naval Station alterations; \$113,000, two chapels; \$25,000, shore communication facilities.

Fort Pierce—\$45,000, amphibious training base.

Operational Training Command allocations as follows: Banana River, Daytona Beach and Melbourne, \$400,000 each; Vero Beach, \$75,000; Lake City, \$143,000; DeLand and Sanford, \$225,000 each; and Fort Lauderdale, \$200,000.

Miami—\$1,019,390 for Naval Air Station buildings.

Banana River—\$372,000 for Naval Air Station.

Lake City—\$60,000 for improving Lake Butler Naval Air Station field.

Sanford—\$112,700 for Naval Air Station.

Vero Beach—\$503,100 for Naval Air Station.

Pensacola—\$65,000 for chapels at Ellison, Corry and Saufley Naval Air Station fields; \$573 for naval hospital fire protection.

Key West—\$7,500 for Naval Operating Base pumping plant and buildings at Florida City; \$17,000 for Naval Operating Base buildings and toilet facilities; \$16,500 for naval hospital improvements.

Miami—\$113,440 for two WAVES barracks at Naval Air Station; \$27,000 for dispensary at Dinner Key Naval Air Facility.

Banana River—\$327,120 for four barracks and mess hall and galley at Naval Air Station.

Key West—\$12,000 for building improvements at Fleet Sound School Naval Station.

Sanford—\$65,000 for improving runways at Naval Air Station.

There are many kinds of suicide. One of the most certain is to mix alcohol and liquor in an automobile, pour in a lot of speed and forget consequences. If you drive, don't drink. If you drink, don't drive.

For the first time St. Lucie County will vote at large for county commissioners in the coming election. County commission candidates must be residents of the districts they seek to represent but they will be voted on by the electorate of the entire county.

The War Department has approved a \$144,000 project to improve the highway to port facilities of Port Tampa. The Public Roads Administration will handle the construction.

Smith Engineering and Construction Company, Pensacola, has been awarded a War Department contract for construction of an additional parking apron at Eglin Field amounting to \$318,244.75.

Dewey Hooten Secretary State Planning Board

Dewey B. Hooten, Tallahassee, has been appointed secretary of the State Planning Board to succeed Charles P. Helfenstein, Live Oak, resigned. Hooten has been assistant secretary for several years.

The planning board decided to limit its 1944 activities to completion of a six-point post-war development plan for Florida.

Governor Holland, conferring with the board, stressed the importance of compiling pertinent facts relating to State development and presenting them along with specific recommendations for action to members of the legislature in advance of the 1945 session.

Hooten said a detailed program would be prepared and put in the hands of legislators at least 60 days before the session convenes.

He reported that plans are well-ad-

vanced on programs for improving conditions in the fields of agriculture, industry, public service, public relations, welfare and public administration. They will be put in final form after further surveys and conferences with leaders in the fields covered.

The public administration program will be dovetailed with work of the committee on governmental research.

The planning board staff will do most of the actual research for the committee, which was formed by consolidating three groups designated by the 1943 legislature to prepare recommendations for the next session on governmental economy and efficiency, improving financial conditions of small cities and towns and obtaining State aid for maintaining city streets which are links in State highway systems.

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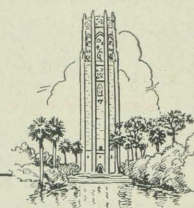
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Outlook For This Year Construction Program

According to research division of the Florida State Chamber of Commerce, Florida's construction industry got off to a good start in 1944 with a total of \$11,000,000 in contracts during January.

The January 1944 volume was 29 percent under the monthly average of \$15,600,000 attained in 1942 and was 32 percent under the \$16,000,000 volume of January 1943.

For 1944 a total volume well under \$100,000,000 has been forecast on the basis of estimates by the U. S. Department of Commerce and other government and industry sources. Such a volume would be 48 percent under that of 1943 and 67 percent under the whopping \$303,000,000 recorded in 1942.

While complete figures for February are not yet available, it appears that some \$10,000,000 in contracts will be let during the month. On this basis the January level would be practically maintained (allowing for the lesser number of days in February) indicating a construction volume for the two months in excess of \$20,000,000.

Building in Florida has consistently failed to follow experts' predictions. With the beginning of the war construction fell to a new low mark in the State, giving rise to predictions that the industry would have to close down for the duration. Instead, the volume in 1942 was more than twice that of the highest previous year.

Predictions were freely made that by 1943 the big war-building program would abruptly end, and with it construction activity of any kind. Instead, the industry prosecuted contracts exceeding any other previous year except 1942. And on the basis of activity for two months in 1944, this year will not see the sharp decline in Florida previously anticipated.

Northcutt New President Of State Bankers

Victor H. Northcutt, executive vice president of the First National bank and president of the Broadway National bank, both of Tampa, was elevated to the presidency of the Florida Bankers' association as the 51st annual convention came to a close April 12.

He succeeds W. W. McEachern of St. Petersburg. Other new officers are:

Sam E. Teague, chairman of the board of the Capital City bank of Tallahassee, vice president; Lovick Holtzendorff, executive vice president of the DeSoto National bank of Arcadia, treasurer, and J. Carlisle Rogers, cashier of the First National bank of Leesburg, reappointed secretary.

The following executive council was named:

Group No. 1—A. A. McKethan, president of the Hernando State bank, Brooksville; Earl Schoen, vice president and cashier of the First National

bank, Tampa, group chairmen, and B. H. Alexander, president of the Lake Wales State bank, vice chairman.

Group No. 2—J. B. Carmichael, vice president of the Phifer State bank, Gainesville; Fred C. Allen, president of the Beach bank at Jacksonville Beach, group chairmen, and Joe H. Scales, president of the Perry Banking company, vice chairman.

Group No. 3—S. W. Anderson, president of the Citizens Bank and Trust company, Quincy; W. B. Jordan, president of the State bank, Quincy, group chairmen, and John L. McFarlin, Jr., president of the First bank, Marianna, vice chairman.

Group No. 4—C. H. Reader, vice president of the First National bank, Miami; Charles R. Buker, vice president of the First National bank, Miami, group chairmen, and J. L. Howell, executive vice president of the Bank of Everglades, vice chairman.

Group No. 5—C. F. Shewmake, president of the Florida National bank, Ocala; George H. Brannen, vice president and cashier of the Bank of Inverness, group chairmen, and John Deberry, vice president and cashier of the Bank of New Smyrna, vice chairman.

Group No. 6—Harry Fagan, cashier of the First National bank, Fort Myers; Elbert Stewart, cashier of the Bank of Clewiston, group chairmen, and R. E. Dilg, executive vice president of the First Hollywood bank, vice chairman.

Distinguished service awards were presented to 14 past presidents. Actually, the awards were bestowed upon 22 living former presidents and to the relatives of 22 others who have died. Present to receive the recognition were the following, listed with the years they served:

Bion H. Barnett of Jacksonville, 1895 and 1896; Carey A. Hardee of Live Oak, 1909; George G. Ware of Leesburg, 1921; William R. McQuaid of Jacksonville, 1926; Fred P. Cone, 1929; S. Dillworth Clarke of Monticello, 1933; W. A. Redding of Jacksonville, 1934; Willard Hamilton of Orlando, 1935; John T. Campbell of Bradenton,

1936; S. W. Anderson of Quincy, 1937; George B. Howell of Tampa, 1938; Joe H. Scales of Perry, 1939; Linton E. Allen of Orlando, 1940, and George E. Lewis of Tallahassee, 1941.

Lee County for the third successive year was first in Florida to pass its quota of funds being raised for the Democratic party.

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(Continued from page 9)

fortably. In view of the fact that four-fifths of the population of the United States lies within a radius of 1,500 miles of Florida, the winter playground and recreational center of the Nation, insures a tremendous increase in winter visitors and winter residents. As Governor Holland said in his address, there is no State in the Nation that has as great promise of development after the war as Florida.—Sarasota Herald-Tribune.

Freight Rate Parity

GOVERNOR HOLLAND, other governors of the South, along with congressional leaders, mapped out a joint declaration for freight rate equality with the industrial east. It was part of the movement to open up a "new economic era" for the South.

What are some of the reasons why the South should have a fair deal on freight rates?

C. E. Childe, a member of the transportation board of investigation and research, gave some of the reasons in an address he made before the Rotary Club of Atlanta.

"The establishment of a proper rate structure," said Mr. Childe "lies at the heart of the transportation problem and of the economic problems which will immediately confront us as we pass from war to peace. The only rate policy which can possibly give each type of transportation a fair chance to develop, give the public the benefits of the inherent advantages of each type of carrier, and give every industry throughout all parts of the United States a fair economic chance to produce and market its products and maintain full employment, is one which will provide uniform treatment for all sections by maintaining rates for every type of commodity and for every length of haul which bear their fair share of the cost incurred by the

State National Forests Allocated More Funds

Florida's national forests have been allocated \$37,174.15, according to Washington report. In addition \$14,869.66 has been set aside by the Forest Service for Federal construction and maintenance of roads and trails within national forests in the State.

The sums represent 25 and 10 percent, respectively, of the receipts from national forests in Florida during the past fiscal year.

The \$37,174.15 allocation is broken down for allocation as follows:

\$15,862.31—Apalachicola Forest in Franklin, Leon, Liberty and Wakulla Counties.

\$9,986.97—Ocala Forest in Lake, Marion and Putnam Counties.

\$11,324.87—Osceola Forest in Baker and Columbia Counties.

carrier performing the service."

If the South is to prosper, if the economy of the Nation is to be balanced, the South must have a higher standard of wages than it had in the past. But in order to have industries that can pay high wages, the South must have equitable freight rates.

Manufacturing production in the South, for instance, is very low in re-

lation to that of the Eastern States. Concerning this situation Mr. Childe says:

"Its (the South's) lack of factories limits its production of raw materials, especially of minerals and high-grade agricultural products, limits its population and its job opportunities, and cuts its average income, per employed person and per capita, to less than half

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of that of the East. The South has two workers producing raw materials to one producing manufactured goods. That does not mean that the South is producing too many raw materials—its raw material tonnage is in fact far below the East's but simply that it is not manufacturing enough, even of the raw materials it produces. The East has three workers engaged in manufacturing to one producing raw materials but the East has as many raw materials workers as the South, and the value of their products is three times the value of the Southern raw products. The East is using its raw products, as well as a substantial percentage of the raw products of the South, and the East by doing so provides in one corner of our country, containing only 15 percent of the area and not disproportionately supplied with natural resources, more than 53 percent of our people with better jobs and higher incomes than any other part of the United States."

The South can make the most of its manufacturing potentialities only if it has equitable freight rates. It can make the most of its agricultural, mining, and forestry opportunities only if it has freight rates on a parity with those of the rest of the Nation.—Ocala Star.

Governor Holland made an excellent selection in picking J. J. Schumann of Vero Beach to fill a vacancy on the State citrus commission. The new member has many qualities to recommend him, among them being his success as a citrus grower, his high standing in Indian River County and his experience in dealing with the public through his newspaper and postoffice training. He is a graduate of the law school of the University of Indiana.—Titusville Star-Advocate.

TALLYTOPICS

(Continued from page 37)

played by handicapped men and women.

"All over the country," says Andrews "persons who ordinarily would be considered as unable to work are doing important jobs.

"The crippled, the deaf, every kind and class of the disabled, even the blind, are helping to build the machines of war as well as to provide civilian supplies and services."

The State is taking advantage of the fact that the great demand for workers has removed many of the prejudices against the employment of disabled persons.

Andrews says about five percent of Floridians have serious physical disabilities—approximately 100,000 men and women who can be classed as partially or wholly disabled.

For all civilians (and war veterans with handicaps not incurred in service) so qualified, the State will do these things:

1—Diagnose physical, mental and vocational resources; 2—restore physical well-being, insofar as possible, through treatment to remove or diminish the handicap or by the fitting of artificial appliances and hearing aids; 3—educate, with maintenance and tools supplied on a basis of need; 4—locate a satisfactory job.

Florida inaugurated its vocational service in 1927 and counts more than 2,500 disabled persons as rehabilitated. For this work, the State now has available \$62,700 of its own funds, plus at least \$125,000 from the Federal government.

★ ★ ★

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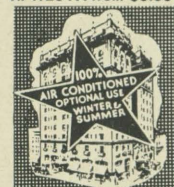
ing to more progressive neighbors the fruits of industrial and social development. So warns the State Planning Board in a new pamphlet on community improvement programs.

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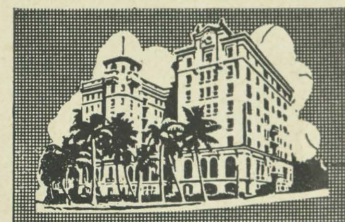


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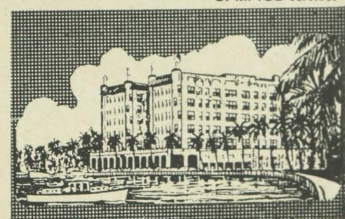
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Local post-war planning, says the board "requires time, effort, serious thinking and unselfishness," but can pay "big dividends in citizenship and in producing a better place in which to work and live."

First of all, says Executive Secretary Dewey B. Hooten, teamwork must be had, with an official clearinghouse to prevent the waste of a great deal of priceless energy by citizens and agencies.

"There is danger that public enthusiasm will be dissipated in unconnected campaigns," explains the pamphlet. "We cannot do the job properly unless we see the relation of its parts."

Once set up, the coordinating committee ought examine the community, to determine first of all what nature has provided that can be capitalized upon by man.

"We have to know where we are before we can decide where we want to go."

★ ★ ★

SALES OF TAX-ABANDONED land up to early March reaped a \$2,000,000 harvest for the State.

A bonanza of unforeseen richness for the general revenue fund, a purse from which most of the State's bills are paid, the Murphy Act sales have restored a vast amount of property to the tax rolls.

Some 500,000 parcels ranging in size from subdivision lots of 20 by 60 feet to tracts of thousands of acres, the land reverted to the State through nonpayment by owners of State and county taxes.

About half the original property, necessarily the least desirable for one reason or another remains for sale.

In some instances, owners deliberately gambled upon retrieving their property for less than accumulated taxes at public sales but most of the land had been abandoned because of piled up tax debt.

Prospect of leasing at 25 cents an acre or more for oil exploration has resulted lately in sale of some commercially worthless land which may, should the boom flatten out, revert to counties.

Because the State no longer levies an ad valorem tax on real estate, future taking of property for nonpayment will be confined to county governments.

★ ★ ★

FLORIDA EMPLOYERS are paying a premium of a million dollars a month nowadays on a post-war job insurance policy.

State Treasurer J. Edwin Larson views the \$35,000,000 unemployment compensation fund as the State's most important bulwark against depression.

After this war, says Larson, the fund should serve to cushion the impact of peace upon workers and employers alike.

First of all, explained the State

treasurer, payment to the jobless will prevent the terribly reduced purchasing power that retarded recovery in the early 20s.

The millions of dollars thus put into circulation will help buy articles whose replacement on merchants' shelves will cause employment.

At the close of his office on Feb. 18, reported State Treasurer Larson the fund held at Washington for Florida amounted to \$35,157,843.44, against \$22,207,182.18 on the same day of 1943.

If the war continues through next

January the fund should have reached the \$44,000,000 deemed sufficient by unemployment compensation authorities to withstand the maximum shock of post-war joblessness.

At present, 7,500 employers of eight

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or more persons in Florida industry are paying from 2 to 3 percent of their payroll into the fund, with 750,000 employees (including more than 35,000 in military service) covered.

Persons among those covered employees who are thrown out of employment through no fault of their own may receive benefits ranging from \$5 to \$15 a week for 7½ to 16 weeks—sufficient to buy food but not enough to encourage idleness.

PUBLIC WORKS PLANNING

(Continued from page 35)

If we take the ratio of two and a half to one as a fair approximation and apply it to the construction picture as it was in the past two years before the depression, we can safely assume that the total number employed in those years in construction and its allied activities was somewhere between seven million and ten and a half million. If we could, immediately after the war, get as much construction under way as we had back in 1928 and 1929, it wouldn't solve all our problems by any means, but it could be the very factor needed to prevent unemployment from spiraling downward into a disastrous, Nation-wide depression.

As to the dimensions of the possible employment problem, the Bureau of Labor Statistics recently estimated that immediately after the war—assuming that it should end in a year and that reconversion progressed as rapidly as technological factors would permit—about fourteen and one-half million persons will have to be adjusted in new jobs. This would be more than 32 percent of total 1940 employment.

The volume of construction is now going down rather rapidly. The War Production Board recently reported that the total dollar volume of 1942 construction, public and private, totaled a little more than thirteen and a quarter billion dollars. It estimated that the 1943 dollar volume would be around seven and a half billion. For 1944, the estimate is for a little less than four billion—not quite a fourth of 1942's volume.

State, county and municipal building is virtually at a standstill. Architects and engineers employed by States, cities and other government agencies are available now for planning public improvements. If we could put them to work at once we could get a huge volume of work readied up for the contractor.

Unwittingly, perhaps, the reconversion problem has been oversimplified in the minds of many. It involves retooling. And this, in turn, involves much more than taking out the war-production machines and putting the old machines back in place. In many cases the old machines have been ground up for scrap and no longer exist. In other instances, manufacturers

will wish to take advantage of technological improvements born of war experience, so that totally different machine tools will have to be built. To a considerable extent, therefore, the conversion of plants manufacturing for the consumer market will have to wait upon the reconversion of the machine tool industry.

Even with the machines at last available, reconversion will not have been completed. Markets will have to be relocated and redeveloped. War-time inventories will have to be disposed of. The working force will have to be retained. Channels of distribution will have to be established. All these things cannot be done in a day, or a month, or even six months. And

we cannot expect anything even remotely resembling full employment by private business until they have been completed for the greater part of industry.

These are stubborn facts and they



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provide, I believe, a sufficient commentary upon optimistic dreams of a great boom to immediately follow the armistice. For what will there be that the average consumer can buy on that happy day? Of the entire list of commodities which consumers normally purchase, there will be less next year than this year, and even less the year after that even if the German phase of the conflict ends within the next six months. Many types of consumer goods, such as washing machines and automobiles, embody hundreds of small parts made by small independent manufacturers. These small concerns are now making parts for ships and tanks and airplanes, and these things will still be needed in abundance in order to finish the war in Asia. As a consequence the small manufacturers will not be ready to assist the big producers just because Berlin has fallen. If large quantities of food and clothing must be shipped to help feed and clothe the destitute of Europe for many months, continuing shortages of these two items at home also may be expected.

In short, prosperity isn't lurking just around the corner this time, either. There isn't as yet in sight any miracle by which to conjure our customary abundance. Prosperity after this war can be created only by the toil and sweat of the American people spread over many months or years.

The pointing to billions of dollars in the form of war bonds in the hands of consumers, all itching to be spent for goods and services, as justifying the hope of a great buying boom also may be viewed with skepticism, even if the goods were ready and waiting. There was a large supply of goods immediately after the last war when consumers were holding Liberty bonds and savings in other forms. If savings alone make for a boom there should have been a buying splurge in 1919 and 1920. But there wasn't. On the contrary, spending was abnormally low in those two years in relation to income. No doubt this was because people were being cautious. They were waiting to see which way the wind was going to blow. There is every reason to expect that they will be even more prudent after this war if the Gallup poll is correct in its report that the growing preoccupation of workers generally at this time revolves around the question, "Will there be a job for me after the war?"

The public works program I advocate is for the short run. It would be designed to assist recovery by helping to hold employment steady after demobilization while private industry is getting set to resume its traditional role as the employer and provisioner of the people. It cannot fulfill that role unless government—Federal, State and local—has its detailed plans ready for useful works before the war ends. And these detailed plans must include, in addition to working

drawings, the specifications, the rights of way and site acquisition, and the contract documents.

But even in planning for the short run we must not be indifferent to the whole value of what we do. You know, better than I, that when you plan a highway you are doing much more than providing a convenient means of travel between Point A and Point B.

Highways, whether of gravel, concrete or steel rail, or routes of communication by water, have shaped the destiny of America and will continue to do so. Zane's Trace, the Santa Fe Trail, the Oregon Trail, the Erie Canal, the Union Pacific pushed back the wilderness and made of America very largely what it is today. Whence, and let us plan quickly.

traffic is diverted from one direction to another new values are created, and some other values disappear. Highways have profound effect on the growth and development of towns and cities. They can stimulate growth there. Good highways have built crossroads communities into thriving cities, and they have just about wiped out other towns. So it seems to me that the highway planner needs to approach his task in a prayerful attitude. He is building not only for the present but for the long future, and thereby helping to shape the coming pattern of our civilization.

But all this, I hope, will not intimidate us. For plan we must. Let us plan with as much vision as we possibly can, and let us plan quickly.

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EVERGLADES PARK

(Continued from page 30)

C. G. Abbott, Smithsonian Institution: "This locality is so specialized that it cannot but be a very important addition to the national park system of the United States."

Oakes Ames, Harvard University: "Southern Florida is the only part of the United States in which tropical orchids find favorable surroundings. Unless the species still existing are given the protection afforded by a national reservation, they will be in a large part exterminated."

Henry C. Cowles, University of Chicago: "I am very familiar with the region in question, having been there several times on rather extensive visits. It is an outstanding thing; it is absolutely the only place in the United States where we have such a wonderful park. It will stand up with any national park we have in interest and importance, and I am strongly in favor of it."

Dr. Thomas Barbour, noted naturalist, Harvard University: "No lover of nature who knew the Everglades when they teemed with one of the most remarkable concentrations of wild bird life to be found anywhere on the globe but will be rejoiced that the tides have turned and the American people are at last likely to have preserved for their enjoyment through the efforts of wise and farsighted men the only bit of real tropics within the confines of the United States."

"As one who has camped and cruised through Florida since early boyhood and who has been a naturalist all his life, I trust you will not mind my saying a word regarding my delight and indeed the enthusiasm with which all my colleagues who have heard of the possibility of establishing a national park in the tropical regions of Florida."

J. Grinnell, University of California: "I wish to express to you my personal, unreserved approval of the tropical Everglades National Park project to have established a national park at the extreme southern end of the peninsula of Florida. Such a national park would have no duplicate among those already established, as regards fauna and flora preserved. Only by the preservation of native plant life of the right sort can dependent bird and mammal species be kept from extermination."

"I therefore urge that you do everything in your own power, officially, to bring success to the efforts being made by the association in question to establish the tropic Everglades National Park."

C. C. Little, University of Michigan: "I am very much interested in the

Once U. S. fighting men are overseas, it takes 81 tons of supplies per month per man to keep them there, compared to 43 tons per month per man in the last war. This requires huge quantities of containers and packaging material.

project for the tropic Everglades park. To me it seems a splendid idea to preserve for the Nation the unusual features of plant and animal life which are to be found in this section so uniquely. I am sure it will add to the pleasure of our citizens, to say nothing of the great scientific value of such an enterprise."

Dr. O. E. Jennings, curator of botany and director of education, University of Pittsburgh: "During the last 15 years or so I have visited Florida some six or seven times, and have recently returned from a trip across the Ever-

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glades, down to Everglade, down to Royal Palm Park and through nearly to Cape Sable, and also down along the keys.

"Increasingly the State of Florida is being used by people from the North as a winter resort and increasingly some of the most interesting and valuable natural features of Florida are being destroyed by man's short-sighted policies of development or by fire. As a botanist, I would urge the conservation of the wildlife of southern Florida, some of which has already become extinct and much of which is rapidly heading in that direction. As an educator, I would urge the establishment of the tropic Everglades National Park for winter visitation when most of our national parks are not suitable for extensive tourist travel. More and more we are coming to realize that our national parks are outdoor amusements of the highest educational value, but the lessons in natural history to be learned from the parks of the West are oftentimes largely duplicated as one goes from one park to another. The tropic Everglades National Park would, I am sure, be of greater educational value than would be any other area which could now be selected within the bounds of the United States.

"The valuable and distinctive features of the tropic Everglades National Park area are not possessed by any other national park, especially the hordes of winter migratory birds, the subtropical and even West Indian tropical vegetation, the unique feature of a land of entrancing landscapes of hammock, everglade, pineland and mangrove, and the spectacle of a growing, emerging land area. Our next group in the botanical section of the Carnegie Museum will portray an interesting tropical hammock in this area, so valuable do we regard the area educationally."

A. Wetmore, Smithsonian Institution: "Several years ago it was my good fortune to spend a brief period in studying the wonderfully interesting life of the Everglades in the section about Royal Palm State Park, and to the southward nearing Cape Sable. From my impressions of the flora and fauna still vividly in mind, I am grateful that this area is to be set aside as a national park. With proper developments, the visitor may gain much through travel through this region, while the terrain is such that many of the wilder and more remote areas can be maintained as a perpetual wildlife reserve for many strange plants and creatures that will otherwise be destroyed."

Henry C. Bumpus, Brown University: "Before entering the field, I was strongly prejudiced in favor of this national park project, reasoning that if the area in question did not have educational value, our school geographies needed revision, important sections of geology should be eliminated from our courses in science, fascinating

chapters in history should be abolished, inspiring sources of art ignored and an entrancing literature abandoned. After an inspection of the field, my prejudice became a conviction.

"Our national parks have become something more than resorts of idleness. A wider understanding on the part of the tourist, his education, has become a very important recreational resultant.

"Recreation, to be constructive, involves the response of the mind and body to an appeal that leaves the recipient a better person. An increasing number of Americans react favorably to the appeal that is made by portions of the country that have remained undisturbed and particularly to those portions which possess unfamiliar features. To put this in another way, the educational factor—to become acquainted with what was previously unknown or known only through hearsay—is probably the most important part of any program of constructive recreation. Therefore, I may say at the outset that in my opinion the area has educational potentialities for the people of the United States which outweigh those offered by any existing national park.

"The beach at Cape Sable, extending east and west from horizon to horizon, is a vast, inexhaustible museum of invertebrates, a wonder to adults and from which children may collect and carry without stint. This strip of shore line, 20 miles in extent, glistening white, surmounted by palms, backed by a wilderness and undisturbed by men, has a character quite its own and an inspirational value that is not equalled by anything along our coast.

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pressive examples of the folding of the earth's crust after it is made, its elevations and depressions, examples of the result of intense heat and cold, but nowhere do we have wide, level expanses teeming with minute animal life, industrious through the ages in extracting calcareous and other elements from the ocean and depositing them in vast horizontal layers of limestone.

"In some of our parks, we feature the fossils and the footprints of extinct monsters but here are multitudes of strange animals closely akin to fossils but things that are not dead, but preserved, not changed to stone, but living, captivating in interest, and, instead of footprints, we have the animals themselves actually making the footprints. The trail of an animal certainly cannot have more educational value than the animal itself.

"I realize there are no mountains in southern Florida, but the place is not devoid, therefore, of recreational value. From any city equally distant from mountain and shore, to which place does the population go to find its recreation? Where are land values highest? How many biological laboratories have been established in response to the inspiration of the mountains, and how many to the call of the shore line? Mountain scenery is not the only educational stimulant and where one person may yield to its charm, a score will seek the shore."

Robert M. Yerkes, Yale University: "We are coming to realize that national parks are among our most precious possessions. It is my opinion that the subtropical portion of Florida will be of great educational and recreational value to the people of the State and to unnumbered winter visitors, preserved as a national area. No one could suggest a more important use for the region. I am enthusiastically in favor of the establishment of the tropic Everglades National Park."

Frank B. Noyes, Associated Press, Washington, D. C.: "I am personally deeply interested in the development and extension of our national park areas. I approve the acquisition of so unique and characteristic an area as that covered by the proposal for the tropic Everglades National Park."

Lieut.-Col. James Prentice, U. S. A., retired: "With reference to the establishment of a national park in the southern part of Florida will say that in addition to the unique character of the terrain and the flora and fauna thereon, both of which merit Federal protection with the opportunity for the public to inspect them for educational purposes, there is another aspect to this particular case, the matter of transportation to and from it.

"Most of our national parks are inland, in hilly and mountainous regions and are accessible only by way of railway and highway routes. All take considerable time to visit for people from the congested regions of the northeast

and central West. Now the Cape Sable region can be reached by railways, boats and aircraft. Roads to the proposed park do not now exist except as partly finished local projects. Long before suitable roads can be built, boat owners and people with aircraft can visit this region."

T. Gilbert Pearson, National Association of Audubon Societies: "I am greatly impressed with the national park possibilities of the Cape Sable region of Florida. The area is tremendously interesting from the scenic and historic point of view, and its vast floral and faunal content makes of it one of the few remaining sections of our country which is of outstanding national park caliber. I have visited 15 of our 21 national parks and in my opinion there are very few that can outrank this area in furnishing an environment of such continuous and constantly absorbing interest to the observant traveler.

"It is the one tropical region within the boundaries of continental United States. Its wonderful expanses of sawgrass, dotted with hammocks, clothed with moss-hung oaks and orchids, its gumbo limbo trees, its 16 species of native palms, with lianas, strangling figs and the wild mangrove forests combine to produce a wonderland for the person who cares for unusual exhibits in the out-of-doors.

"Hundreds of miles of waterways through the labyrinth of mangrove keys and the rivers provide great op-

portunities for the angler. Here fish of many species abound.

"The Seminole Indians left in Florida have their camps mostly in regions adjacent to the proposed national park and, clothed in their picturesque costumes, are an added interest to the territory. They might well serve as guides taking visitors in their dugout

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canoes far into the fastnesses of the 'Glades.

"Of the bird life, I desire to speak especially.

"The wild animal life is also of special interest. Here the panther is still found and the general region is the only area within the United States which still contains crocodiles; alligators are common, and the white-tailed deer inhabit the country in numbers."

Frank M. Chapman, Museum of Natural History, New York: "Florida's wildlife was one of the marvels of the world. Its last stand under primeval conditions is in the Cape Sable region. Every nature lover should rally to its preservation. It is an opportunity we will never have again. No works of man can equal in beauty, interest and value this area we are asked to save. For tourists, for nature lovers, for botanists and zoologists its equal is not to be found within the confines of our land. We must preserve it."

Dr. A. M. Banta, Carnegie Institute and Brown University: "It is unique in many ways. (1) It has a wide variety of different types of environmental conditions for animal and plant life—glade, slough, hammock, pine woods, cypress swamps, bays, lagoons, mangrove areas. (2) It is peopled with many interesting animals—bear and panther, both harmless to man unless aggressively molested, wildcat, turkey, flamingo, roseate spoonbill, egret, ibis, and other less well known but equally interesting mammals and birds, as well as very many lower forms, among which may be mentioned the peculiar, beautiful and highly diverse large snails of the hammock. Most of these, without rigid protection will follow the buffalo and passenger pigeon into extinction. (3) Its unique plant life, containing a sprinkling of somewhat familiar forms, so that the nonspecialist does not feel entirely strange, but in the main so peculiar and characteristic that the lover of nature finds new settings and strange forms at every turn. Native palms, some of which occur in nature in no other region, showy orchids and bromeliads, and such peculiar plants as the mangrove and the strangler figs which as a seedling finds hostage upon another tree, and with encircling arms proceeds to strangle and to usurp its place in the jungle. (4) Its ready accessibility, as our most tropic region, to our citizens. (5) Its imminent danger of spoilation and destruction beyond the possibility of restoration if not promptly protected."

Gifford Pinchot, Washington: "Southern Florida is as interesting in its way as, for example, Glacier National Park

is in its very different way. It is a region so different that it hardly seems to belong to the United States. It is full of the most vivid and most interesting life on land, in the air and in the water. It is a land of strangeness, separate and apart from the common things we know so well."

William A. White, Emporia (Kan.) Gazette: "I know of no place in the United States where a national park would benefit more people."

One of Mr. Coe's most prized letters of the collection in this descriptive communication from W. M. Buswell, curator of the Thomas Edison Natural History Museum of Fort Myers. Mr. Buswell writes:

"Gliding across the many colored waters of Florida Bay this warm summer-like afternoon in late November, I seem to have been transported to fairyland, where there is no such thing as worry and depression. A complete mental and physical relaxation and the feeling that I could float, in a fairy boat, forever and a day.

"In the heart of nature, with nothing but beauty on every hand. The smooth water studded with green islands and the graceful plumes of coconut palms and other tropical trees standing out against the blue and white of sky and cloud.

"Returning from a week's cruise through tropic islands, up and down

beautiful inland rivers between canyon-like walls of solid green, bathing and shell hunting on sandy beaches and watching the herons, pelicans, cormorants, ibis and other water birds returning to their roosting places just before sundown, something new and wonderful every hour of the day."

"Among the parks and pleasure resorts, there is probably no other region where there is so much that is different and fascinating, where the climate is ideal and where one can find pleasure through every month in the year."

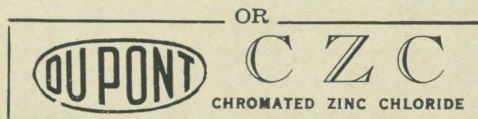
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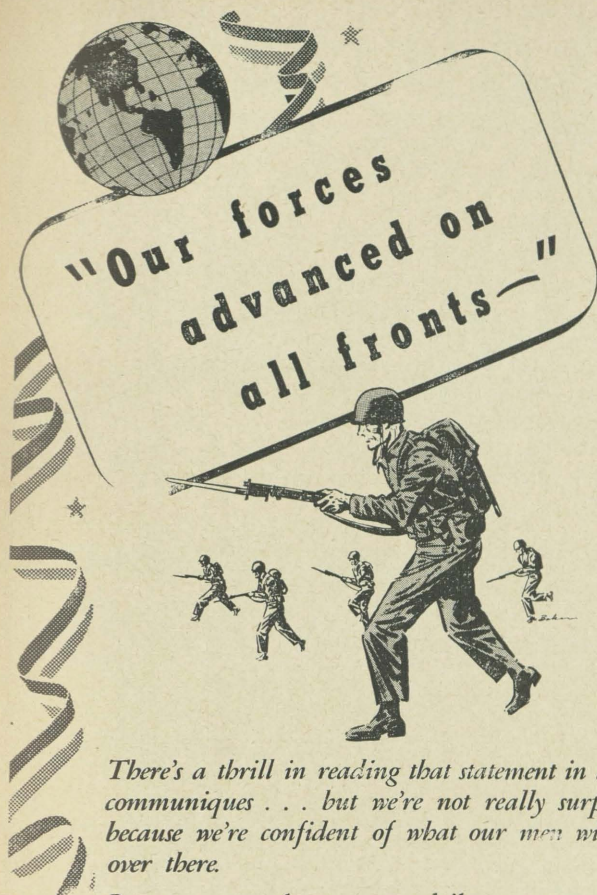
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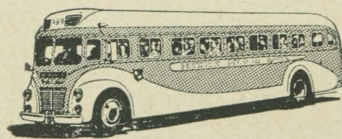


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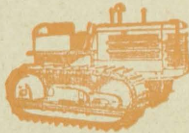
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